

C.L. WHITE, WHITE'S CITY, CARLSBAD, N.M.

NO. ~~8A-1371~~  
8A-1371

ORDER NO. 9304

DATE 2-15-1938

12 M500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

same as  
6A1425-4

TITLE (IN FULL) FORMATIONS IN KING'S PALACE,  
CARLSBAD CAVERN NATIONAL PARK, NEW  
MEXICO

IMPRINT SAME AS ABOVE

SMALL TYPE: PHOTO BY KENNICOTT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

NO VIVID COLORS: MOSTLY LIMESTONE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

ATTENTION!

Subjects on  
order for the picture. Please  
see to it that the subjects are  
correctly placed and that the  
impression is clear and distinct.  
If the subjects are not clear  
to make an accurate copy.

EXPOSURE	EST. TIME	DATE	DATE
1. 1/2	1/2	FEB 24 1938	FEB 24 1938
2. 1/2	1/2	2 - 24	2 - 28 S
3. 1/2	1/2	3 - 1	3 - 2 S
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97. 1/2	1/2		
98. 1/2	1/2		
99. 1/2	1/2		
100. 1/2	1/2		

DATE

DATE

DATE

DATE

DATE

9

154



C.I. WHITE, WHITE'S CITY, CARLSBAD, N.M.

NOBA-H372

ORDER NO. 9304

DATE 2-15-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

TITLE (IN FULL) LIMESTONE CRYSTAL FORMATION,  
CARLSBAD CAVERN NATIONAL PARK, NEW  
MEXICO

IMPRINT SAME AS ABOVE

SMALL TYPE: PHOTO BY KENNICOTT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

IMPORTANT: LEAVE THIS AS MUCH AS POSSIBLE, IN BLACK AND WHITE ONLY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this season. Please  
see to it that all subjects or nega-  
tives are uniform in colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
AND WORK SCHEDULE			
OPERATION	EST. TIME	EST. DATE	DATE COMPLETED
COMPOSING, TYPE SET UP		FEB 24 1938	FEB 24 1938
ETCH			
RETOUCHING	9 2	2-24	3-28
PHOTOGRAPH			
PRINTING	8 2	3-3	
DELIVERY	22 1/2		7 March
TOTAL	3	3-17	3-17

DATE Paid

By

Printed and Bound by

MAN

154



C.L. WHITE, WHITE'S CITY, CARLSHAD, N.M.

NO. 8A-H374

ORDER NO. 9304

DATE 2-15-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

TITLE (IN FULL) CENTURY PLANTS OF THE DESERT,  
IN THE REGION OF CARLSBAD CAVERN  
NATIONAL PARK, NEW MEXICO

IMPRINT (XXXXXXXXXX) SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SET PLANT MARKED (X) ON OTHER PHOTO, INTO THIS PHOTO ON RIGHT SIDE. BLOSSOMS  
OF TREE ARE YELLOW. (SEE PHOTO ATTACHED.)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

ATTENTION!

12 Subjects on  
order for this customer. Please  
see to it that all subjects or nega-  
tives are uniform. Subjects are  
in harmony with each other  
to make an attractive set.

ESTIMATE

FEB 22 1938 WORK SCHEDULE

Date FEB 22 1938

DESCRIPTION	EST. TIME Cost No. Time Allowed	DATE ENTERED COST	DATE COMPLETED
COMPOSING, C. T. & SET UP		FEB 22 1938	FEB 22 1938
WATCH			
INTRODUCING	4 3	2-22	3-15
PHOTOGRAPHING			
RETRIEVING	12	3-1	3-24
RETRIEVING			
RETRIEVING	1 1/2		5-14
RETRIEVING	9	3-11	3-25

DATE Made

DATE

DATE Photo Returned to Customer

ST.  
A. H. made for the  
153



C.L. WHITE, WHITE'S CITY, CARLSBAD, N.M.

NO. 8A-11375

ORDER NO. 9304

DATE 2-15-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) OCOTILLO, DESERT PLANT, IN  
THE REGION OF CARLSBAD CAVERNS XXXX  
NATIONAL PARK, NEW MEXICO

IMPRINT SAME AS ABOVE

78465

SMALL TYPE: PHOTO BY KENNICOTT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

WORK UP OCOTILLO PLANT IN PHOTO OR SET IT IN FROM PHOTO 112043, attached,  
USING THIS FOREGROUND AND BACKGROUND. COLOR AS ~~WORK~~ ATTACHED.  
SAMPLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

12 subjects on  
order to this effect. Please  
see to it that all color or nega-  
tive are uniform and colors are  
in harmony with each other  
to make an attractive set.

## ESTIMATE

Cost Dept. Approved

FEB 22 1938 WORK SCHEDULE

Date

DESCRIPTION	EST. TIME Class No.   Time Allowed	DATE ENTERED S. T.	DATE COMPLETED
COMPOSITING, TV, & SET UP		FEB 22 1938	FEB 22 1938
ETCHING			
RETOUCHING	211 2 1/2	Feb. 22	Feb. 21 50
PHOTO LITHO			
BLUEPRINT STRIPEING, OPAQUING	83	2-26	2-26 45
GRAVING			
HAND COLOR PROOF	1 1/2		1-2
ARTIST EST.	39 9	3-14	3-16

DATE MAILED

DATE MAILED

DATE MAILED

By

153



2 Prints  
first

C. L. WHITE, WHITE'S CITY, CARLSBAD, N.M.

NO. 8A-H376

ORDER NO. 9304

DATE 2-15-1938

12 M500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER CENTER BORDER

TITLE (IN FULL) SECTION OF "WHITE CITY" DE  
LUXE COTTAGES AT ENTRANCE TO CARLSBAD  
CAVERN NATIONAL PARK, 5 MILES FROM  
CAVERN ENTRANCE, AT HIGHWAY JUNCTION TO  
CAVERN ENTRANCE, TO CITY OF CARLSBAD  
AND EL PASO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES same as

IMPRINT SAME AS ABOVE

6742524

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

TAKE OUT LOG IN FOREGROUND.

*Cottages white, red log*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

ATTENTION!

12  
Subject on  
order of the order. Please  
send it first 20% of nega  
tive the picture and orders are  
in company with each other  
to make an order in.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By *9/1*  
FEB 22 1938 WORK SCHEDULE

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED	DATE COMPLETED
COMPOSING, TYPE SET UP		FEB 22 1938	FEB 22 1938
SET UP			
RETOUCHING	5 2	2-22	3-18
PHOTO LITHO			
RETOUCHING	82	3-2	3-3 1/2
RETOUCHING			
HAND COLOR PROOF	208 1 1/2		5 7/16 1/2
ARTIST LITHO	208 9	3-16	3-22

DATE ESTIMATE MADE

DATE PAID

DATE PAID

By

DATE PAID TO COMPANY

9

153



R.P.

BARKALOW BROS., CO., OMAHA, NEB.

NO. 8A-H377

ORDER NO. 9319

DATE 2/16/1938

12 $\frac{1}{2}$ M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 33 / R. M. NO
TITLE (IN FULL) TOP - ON UNION PACIFIC RAILROAD		IMPRINT <del>TRADEMARK</del> NONE
BOT * UNION PACIFIC STATION, CHEYENNE, WYO.		PUT PLATE NO. ON FRONT
		PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
THE DEPOT BUILDING IS CONSTRUCTED OF REDDISH BROWN SANDSTONE AND HAS A BLACK SLATE ROOF, WOOD TRIM IS BROWN WITH BLACK SASH. THE UMBRELLA SHEDS ARE PAINTED ALUMINUM UNDERNEATH THE CANOPY AND THE BOTTOM OF THE COLUMNS AND CORNICE ARE PAINTED BLACK. THE TOPS OF THE UMBRELLA SHEDS ARE DARK GRAY.

SUBMIT, RETAP PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

ESTIMATE				
WORK SCHEDULE				
DESCRIPTION	EST. TIME	EST. DATE	ACT. DATE	COMPLETED
CONSTRUCTION TY. & SET UP			FEB 22 1938	FEB 22 1938
PAINTING	12	5	2-27	2-28 SC
PAINTING	82		2-28	3-1 H.T.
PAINTING	31	1 1/2	3-7	3-7
PAINTING	27	9		4-1 - 1866

DATE RECEIVED 4/2/38

DATE 3/25/38



21

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 8A-H378 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer50 M FOLDER VIEWS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$ 

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-ST. LOUIS AND HIS MOTHER, ST. BLANCHE OF  
CASTILLE

FRONT NO. NO

(All of this on address side)

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

## COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3

ec 13/4

La 12 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H382 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUMME CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEW SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-ST. LOUIS SAILS FOR THE ~~EMERALD~~ CRUSADE

FRONT NO.

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

Ret 3  
La 1 3/4  
La 1 2 1/2

57  
156



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 8A-H379 ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

Photos for  
this Customer

50 M FOLDER VIEWS SIZE 3 1/2 x 5 1/2

STYLE ART COLDRTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-ST. LOUIS, CROWNED KING OF FRANCE

FRONT NO.

(All of this on address side)

R. M. Yes ☒ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3  
K.C. 1 3/4  
La 12 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 8A-H380

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

50 M FOLDER VIEWS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-THE MARRIAGE OF ST. LOUIS

FRONT NO.

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret 3*  
*4c 13/4*  
*La 12 1/2*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H381 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEWS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

~~BOT (the building of the holy chapel)~~

THE BUILDING OF THE HOLY CHAPEL

FRONT NO.

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

Ret 3  
14 e 1 3/4  
d a 12 1/2

sample - 100



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H383 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEWS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-ST. LOUIS RECEIVING THE KEY OF DAMIETTE

FRONT NO.

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 3  
W. L. 1 3/4  
L. A. 1 2 1/2

5

154



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. 8A-II384 ORDER NO 933 0 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEWS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full STAINED-GLASS WINDOW  
BOT-ST. LOUIS VISITING THE LEPERS

FRONT NO. R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 3  
14 C 13/4  
La 12 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. 8A-H385 ORDER NO. 9330 DATE 2-17-1938  
CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED



50 M FOLDER VIEWS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP-STAINED-GLASS WINDOW  
BOT-THE DEATH OF ST. LOUIS

FRONT NO. (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. used 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED  
TO  
PHOTO USED FOR

*Ret. 3*  
*H.C. 1 3/4*  
*La 12 1/2*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H386

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.

NEW ORLEANS, LA.

50 M FOLDER VIEWS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: ~~Upper~~, Lower, Center, ~~Border~~ — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-THE BURIAL OF ST. LOUIS

FRONT NO. *None* (All of this on address side) R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret 3*  
*18 C 1 3/4*  
*29 12 1/2*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H387 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEWS SIZE 3 1/8 x 5 1/8

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

BOT-THE CANONIZATION OF ST. LOUIS

FRONT NO.

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

Ret. 3  
1/2 c 1 3/4  
La 12 1/2

\$24

22

11



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 8A-H368

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.

NEW ORLEANS, LA.

50 M FOLDER VIEWS

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STAINED-GLASS WINDOW

PORTRAIT  
BOT-~~RETOUCH~~ OF ST. LOUIS

(All of this on address side)

FRONT NO.

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 3  
H.C. 1 1/4  
L.A. 12 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H389

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

50 M FOLDER VIEWS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MAIN ALTAR

FRONT NO.

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

MAKEOVER

Charge to Customer

PRINT, REPRODUCED, COPIED, REPRODUCED

6 1/2

Time Paid

MAR 31 1938

HL 1/4

6 1/2

PHOTO RETURNED

TO

PHOTO USED FOR

Ret

3

HC

1 1/4

Ret

12 1/2

New photo



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H390 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 <sup>M</sup> FOLDER VIEWS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE FAMOUS ORGAN AND CLOCK

FRONT NO. (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3  
H C 13/4  
La 12 1/2

24

601.2

3

154



C.L. WHITE, WHITE'S CITY, CARLSBAD, N.M.

NO. 8A-H373

ORDER NO. 9304

DATE 2-15-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HAWK'S NEST IN "SPANISH  
DAGGER?" IN THE REGION OF CARLSBAD  
CAVERN NATIONAL PARK, NEW MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

~~XXXXXXXX~~ SMALL TYPE PHOTO BY KENNICOTT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this set. Please  
see to it that all the nega-  
tives on order are in har-  
mony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

AND WORK SCHEDULE

Date

FEB 18 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED	DATE COMPLETED
COMPOSING, TYPE SET UP		FEB 18 1938	FEB 18 1938
ETCH			
RETOUCHING	4   1	2 - 18	2 - 23 SC
PHOTO LITHO			
BLUE PRINT STRIPPING, OPAQUING	82	2 - 23	2 - 23 AT
ENGRAVING			
HAND COLOR PROOF	225   1 1/4		25 Feb 1
ART DEPT.	39   8 3/4	3-18	3-23

DATE SUBMITT CARD

DATE Made

By

By

DATE

DATE Made Returned to Customer

By

4

11.11.14  
146



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO ~~8A~~-E391

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.

NEW ORLEANS, LA.

50 M FOLDER VIEWS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CEILING PAINTING

BOT-ST. LOUIS KING OF FRANCE ANNOUNCING THE 7TH  
CRUSADE

FRONT NO.

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3  
K C 13/4  
Li 12 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H392

ORDER NO. 9330

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THOS. DUNNE CO.

NEW ORLEANS, LA.

Photos for  
this Customer

50 M FOLDER VIEWS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 3  
4 e 1 3/4  
La 1 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 8A-H393 ORDER NO. 9330 DATE 2-17-1938

CUSTOMER THOS. DUNNE CO.  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M FOLDER VIEWS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 3  
H.C. 1 3/4  
L.A. 12 1/2

Ret. 1/2  
H.C. 1 1/4

MAKE OVER

Charge to Ret.

2,500—1-2-38

(D) St. Peter receiveing the Shepherd's staff needs  
plenty work in all the faces and the colors.  
Fix all the faces and darken the gound at bottom  
of picture. Brighten the clothing on the  
Characters and generally improve, more color.

MAR 21 1938

HC 1 1/4

RET



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H394 ORDER NO. 9328 DATE 2-16-1938

CUSTOMER LEVIS SODA GRILL  
BRainerd, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SPOTLITE NITE CLUB - NORTHERN  
MINNESOTA'S SMARTEST NITE CLUB - NISSWA,  
MINNESOTA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED. A LITTLE LESS FOREGROUND IN THE TOP PICTURE AND A LITTLE MORE SKY WOULD  
IMPROVE IT SOMEWHAT.

See back of photos

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 1 hr.  
Ret 6  
W.C. 1 3/4  
L.A. 10 1/2

29

MW

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H395 ORDER NO. 9845 DATE 2-17-1938

CUSTOMER THE READING COMPANY  
PHILADELPHIA, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **STAINLESS STEEL STREAMLINED TRAIN**  
**BOT-BETWEEN PHILADELPHIA AND NEW YORK -**  
**READING-JERSEY CENTRAL ROUTE**

FRONT NO. 5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

To customer

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Photo rel  
3/27/38  
4/20/39

Rush

Charge to ADV.

EST. 1938

MAR 3 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO  
YES  
NO

DIAL NO. ~~8A-H396~~ ORDER NO. 9842 DATE 2-17-1938

CUSTOMER UNION STEEL PRODUCTS COMPANY  
ALBION, MICHIGAN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE

ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MODERN DISPLAYS FOR BAKERY PRODUCTS  
(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

X 1/2 ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

make OK Red in y...  
" Red " "

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 2 1/2  
Ret. 6 1/2  
Lc 2  
La 11

# 27



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H397 ORDER NO. 9842 DATE 2-17-1938

CUSTOMER UNION STEEL PRODUCTS CO.  
ALBION, MICHIGAN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~XXXXXXXXXX~~ MODERN DISPLAYS EARN  
PREFERRED DISPLAY SPACE (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

See 8A H396

large wording on sign

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

make DK. Blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 2

Ret 6

AC 2

LA 11

Art Work  
may still

PR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 8A-H398

ORDER NO. 9839

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER INTERNATIONAL PETROLEUM EXPOSITION  
TULSA, OKLAHOMA

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full INTERNATIONAL PETROLEUM EXPOSITION

BOT---- TULSA, OKLAHOMA

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C-T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 12

W.C. 1 1/2

L.A. 11

Art. Work

no process

Gov

27



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H399

ORDER NO. 9166

DATE 2-17-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNIVERSITY OF CHICAGO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: 163

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

See to it that the negative is properly placed in harmony with the other to make an attractive set.

*Handwritten:* 12-1-38

ESTIMATE			
FEB 24 1938			
DESCRIPTION	EST. TIME	DATE	DATE
1. 1000		FEB 24 1938	FEB 24 1938
2. 1000	6 13		
3. 1000			
4. 1000	83	3-11	3-12 1/2
5. 1000	215 2 1/4		
6. 1000	216 14	3-22	3-24

*Handwritten:* 15 1/2



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H400

ORDER NO. 9166

DATE 2-17-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COOK COUNTY HOSPITAL,  
CHICAGO

PRIVATE NO. UPPER LEFT CORNER: 164

SMALL TYPE: CHICAGO AERIAL SURVEY CO. PHOTO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

~~YES~~ No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SEE TISSUE AND INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,775

ATTENTION!

12  
order for the material. Please  
see to it that all colors and  
tints are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

AND WORK SCHEDULE

FEB 24

EST. TIME

ENTERED

DATE COMPLETED

FEB 24 1938

FEB 24 1938

3

13

2 - 29

3 - 10 5

13

3 - 11

3 - 11 45

2

13

3-21-38

3-23-38



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H401

ORDER NO. 9166

DATE 2-18-1938

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MICHIGAN AVENUE NORTH FROM  
RIVER, CHICAGO

SMALL TYPE: CHICAGO AERIAL SURVEY CO. PHOTO

PRIVATE NO. UPPER LEFT CORNER: 165

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

12 subjects on  
order for 12 subjects. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

FEB 21 1938

FEB 21 1938

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE
ESTIMATE				FEB 21 1938
PRINTING	7	7	2-29	3-4 86
REPRODUCTION	62		3-4	3-5 45
REPRODUCTION	2			8 66
REPRODUCTION	213	16	3-21-38	3-25-38



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H402

ORDER NO. 9166

DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MICHIGAN AVENUE NORTH FROM  
RIVER, BY NIGHT, CHICAGO

SMALL TYPE: CHICAGO AERIAL SURVEY CO.  
PHOTO

PRIVATE NO. UPPER LEFT CORNER: 166

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES (same as 8A-H401)

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 8A-H401. MAKE NIGHT SCENE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

02

ATTENTION

Subjects on  
order for this set. Please  
see to it that all  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 21 1938 WORK SCHEDULE			
DESCRIPTION	EST. TIME	EST. TIME	DATE
1. SETTING UP		8661 12 834	FEB 21 1938
2. SETTING	5	6	3-20
3. SETTING	83	3 9	3-94
4. SETTING	40	2 15	3/22/38
5. SETTING			3/25/38

DATE RECEIVED

By

DATE HAND COL PROOF

DATE Filed

By

DATE Photo Returned to Customer

5

5  
148



DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OUTER DRIVE LINK BRIDGE AND  
SKYLINE, CHICAGO

PRIVATE NO. UPPER L FT CORNER: 167

SMALL TYPE: CHICAGO AERIAL SURVEY CO.  
PHOTO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. **I** R. M. **NE YES**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF **CT**

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS (C) PAT. NO. 1,297,775

## ATTENTION!

order for this customer. Please see to it that all tints or negatives are uniform and colors are in harmony with each other to make an attractive set.

**By** \_\_\_\_\_ **Date** \_\_\_\_\_  
**AND WORK SCHEDULE**

[illegible]

55



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H404

ORDER NO. 9166

DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GIANT PANDA, BROOKFIELD  
ZOO, CHICAGO

SMALL TYPE: PHOTO BY ACME NEWSPICTURES, INC.

PRIVATE NO. UPPER LEFT CORNER: 15 168

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*Cut as marked*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

*12* Subjects on  
order for this customer. Please  
see to it that all the or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 21 1938			
DESCRIPTION	EST. TIME	DATE	DATE
COM. ENG. TYPE SET UP		FEB 21 1938	FEB 21 1938
RETOUCHING	9 1	2 - 21	2 - 24 5
RETOUCHING	83	2 - 24	2 - 25 45
RETOUCHING	225 1 1/4		26 Feb
RETOUCHING	203 8 1/2	3 - 21	3 - 22

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H405

ORDER NO. 9166

DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: 169

SMALL TYPE: KAUFMANN-FABRY PHOTO

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

WATER TOWER LIGHT CREAM BLDG. DOME GREEN STAINED. PALM OLIVE  
BLDG. GRAY STONE. BLDG. TO RIGHT VARIG. BROWN BRICK, DARK ROOF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

12 Subjects on  
order for this customer. Please  
see to it that all the or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE				Cost Dept. Checked
FEB 21 1938 AND WORK SCHEDULE				FEB 21 1938
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE COMPLETED
1000000, 1000000 UP			FEB 21 1938	FEB 21 1938
REPRODUCTION	12	5	2 - 21	2 - 21
PHOTO LITHO	82		3 - 3	3 - 3
REPRODUCTION	225	1/2	7	7
SAVING COST	2.6	9	3 - 22	3 - 22



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H406

ORDER NO. 9166

DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHICAGO - CITY OF TOWERS

PRIVATE NO. UPPER LEFT CORNER: 170

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for the camera. Please  
see to it that subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE				
FEB 24 1938 - 9 TOWERS CHICAGO				
COMPLETION	EST. TIME	EST. TIME	EST. TIME	EST. TIME
1. No. of Time	2. No. of Time	3. No. of Time	4. No. of Time	5. No. of Time
COMPUTING FOR SET UP			FEB 24 1938	FEB 24 1938
ETCH				
RETOUCHING	3	10	2 - 20	3 - 25
PHOTO LITHO				
FLUORIDE				
STAMPING (REWORKING)	82		3 - 2	
REWORKING				
HAND COLOR PRINT	129	2 1/2	3 - 5	3 - 5
ADDITIONAL	29	16	3 - 22 - 38	3 - 24 - 38 F.W.

DATE FOR

DATE FOR

7  
3  
2



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H407

ORDER NO. 9166

DATE 2-18-1938

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHICAGO CIVIC OPERA,  
CHICAGO

PRIVATE NO. UPPER LEFT CORNER: 171

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

CUT FOREGROUND AND SIDES, MAKING BLDG. APPEAR LARGER, AS SAMPLE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all color or nega-  
tive and uniform colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE				Cost Dept. Checked
FEB 21 1938				
DESCRIPTION	EST. TIME	DATE	DATE	COMPLETED
COM. TIME TR. SET UP		FEB 21 1938	FEB 21 1938	
REWORKING	12 2 1/2	2 - 21	3 - 3 1/2	
PHOTO LITHO				
BIG SIZE ST. LITHO LITHOING	82	3 - 3	3 - 4 1/2	
REWORKING				
HAND COLOR CORRECTION	12 1/2		7 1/2	
ARTIST COST	44 8	3/21/38	3/23/38	

DATE PAID

DATE PAID

By



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8A-H408

ORDER NO. 9166

DATE 2-18-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BISMARCK HOTEL, CHICAGO

PRIVATE NO. UPPER LEFT CORNER: 172

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*Photo 3B4 1221*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

*12* Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

FEB 24 1938

FEB 24 1938

OPERATION	EST. TIME Clock No.   Time Allowed	START DATE	END DATE
CLIPPING, TYPE SET UP		FEB 24 1938	FEB 24 1938
RETOUCHING	11 7	2-24	3-3
PHOTO LITHO			
PRINTING	82	3-3	3-3
	1 1/2		
	217 9	3-21	3-24

T. \_\_\_\_\_ DATE Paid \_\_\_\_\_

T. \_\_\_\_\_ By \_\_\_\_\_

2

3

154



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-  
DETROIT

NO. 8A-H409

ORDER NO. 9351

DATE FEB. 17, 1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T. & CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

10  
Subjects on  
order for this customer. Please  
note that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE			
FEB 21 1938		Date	
OPERATION	EST. TIME	DATE	DATE COMPLETED
COMPOSING & SET UP		FEB 21 1938	FEB 21 1938
ETCH			
PROOFING	9 3	2-21	2-26
PROOF (10)			
PRINTING	82	2-28	2-28
PROOFING			
HAND COLOR PROOF	1 1/2		4-5
ARTIST COST.	215 8 3/4	3-21	3-23

DATE OF ORDER

BY



NO. 8A-H410

SAPPHIRE GREETING CARD COMPANY, CLEVELAND-DETROIT

ORDER NO. 9351

DATE FEB. 17, 1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T. &amp; CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,242,774

ATTENTION!

10

... on  
... Please  
... or nega  
... and colors are  
... each other  
... an attractive set.

OPERATION		TIME		DATE	
		Mo.	Low.		
COMMISSION TO SET UP				FEB 21 1938	FEB 21 1938
REWORKING		9	1 1/2	2 - 21	2 - 25 86
REWORKING		89		2 - 26 -	2 - 26 45
REWORKING					
REWORKING			1 1/2		1 - 3
ART TRIPLE		21 1/2	8	March 8	March 9

DATE OF FIRST ORD. \_\_\_\_\_ DATE PAID \_\_\_\_\_



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8A-H411

ORDER NO. 9351

DATE FEB. 17, 1938

25 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all or negatives are uniform in colors are in harmony with each other to make an attractive set.

ESTIMATE			
FEB 21 1938		FEB 21 1938	
OPERATION	QUANTITY	UNIT PRICE	TOTAL
CLIPPING, INT. SET UP			FEB 21 1938
ETCH			FEB 21 1938
PROOFING	13	2	2 - 21
PROOFING			2 - 25 50
PROOFING	12		2 - 26
PROOFING			
HAND COLOR PROOF		1 1/2	
PROOFING	28	9	3 - 2 2 1/2



NO. 8A-H412

SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

ORDER NO. 9351

DATE 2-17-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T. &amp; CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ATTENTION!**

10 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
OPERATION		EST. TIME	DATE
		Cost No.   Time Allow.	EST. TIME
COMPOSING TYPE SET UP			FEB 21 1938
SETUP			FEB 21 1938
RETOUCHING		13 2 2 + 21	2 - 24 8
PHOTO LITHO			
BLUEPRINT STRIPPING (C. O. G.)		80	2 - 24 2 25 4.1
ENGRAVING			
HAND COLORING		221 1/2	26 Feb.
TOTAL		25 9	3-24 1938



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8A-H413

ORDER NO. 9351

DATE 2-17-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,758,778

# ATTENTION!

Subjects on order for this company. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE			
OPERATION	EST. TIME	DATE	DATE
CONTAINER, BOX, ETC.		FEB 21 1938	FEB 21 1938
RETOUCHING	5	2-24	3-3
PHOTO LITHO			
BLUING, STICKING, CROQUING	8	3-3	3-3
REPLACING			
HAND COLOR PRINT	1 1/2		
ART. PRINT	9		

DATE RECEIVED \_\_\_\_\_ DATE PAID \_\_\_\_\_

By \_\_\_\_\_

DATE PAID TO CUSTOMER \_\_\_\_\_

#154



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8-H414

ORDER NO. 9351

DATE 2-17-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

10 subjects on order for this customer. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
FEB 21 1938 NO WORK SCHEDULE FEB 21 1938

DESCRIPTION	EST. TIME	DATE	DATE
COLOR COR. TY. & SET UP		FEB 21 1938	FEB 21 1938
REDOUCHING	2 1/2	3	2 - 2 1/2
PHOTO LITHO			
BLANKET	8 1/2	3 - 3	3 - 3 1/2
STENCIL OPAQUING			
REDOUCHING			
HAND COLOR PROOF	2 1/2	1 1/2	4 1/2
ARTIST SET.	38	9	3 - 22
			3 - 24

Very Rush

M

11-1



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8A-H415

ORDER NO. 9351

DATE 2/17/1938

DATE

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. PAT. NO. 1,797,775

ATTENTION!

10  
order to the customer. Please  
see to it that all the  
tives are uniform and are  
in harmony with each other  
to make an attractive set.

12

FEB 24 1938

ESTIMATE

FEB 24 1938

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE PAID
15 1 2-28	15	1	2-28	FEB 24 1938
8 2 3-2	8	2	3-2	FEB 24 1938
25 1 4	25	1	4	4-3
22 9 3-23	22	9	3-23	3-23

DATE

DATE PAID

By



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8-H416

ORDER NO. 9351

DATE 2/17/1938

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

SAME AS ABOVE

YES

PHOTO PROPERTY OF

CUSTOMERS

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ATTENTION!

order for the customer. Please see to it that all colors are in harmony with each other to make an attractive set.

ESTIMATE  
FEB 24 1938 WORK SCHEDULE  
FEB 24 1938

OPERATION	EST. TIME Est No Time Allowed	ORDER NO.	DATE COMPLETED
COMPOSE, TYPE SET UP		FEB 24 1938	FEB 24 1938
RETOUCHES	15 2	2-24	2-1 SC
PHOTO SHOOT	82	3-2	3-2 HT
PROOFING			
MAKE CO. OF PROOF	225 1 1/2		2-4
ARTIST COST.	1202 9	3-21	3-22

DATE Filed

By

DATE Paid

154



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT

NO. 8A-H417

ORDER NO. 9351

DATE 2/17/1938

25 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMERS

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,725

ATTENTION!

10  
order for 250000. Please  
see to it that all  
tive in uniform and  
in harmony with each other  
to make an attractive set.

\* 24

ESTIMATE			
Curt Teich & Co. Inc.			
FEB 24 1938			
DESCRIPTION	EST. TIME	DATE	AMOUNT
COMPOSING, TYPE SET UP		FEB 24 1938	FEB 24 1938
RETOUCHING	229 2	2-24	2-28
PHOTO LITHO	82	2-28	3-1
PRINTING			
DELIVERY	1 1/2		4-11
TOTAL	9		3-24

DATE PAID \_\_\_\_\_

154



NO. 8A-H418  
SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND-DETROIT ORDER NO. 9351  
DATE 2-17-1938

25 M POST CARDS	ART COLOR TONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 8	R. M. YES
TITLE (IN FULL)	IMPRINT	SAME AS ABOVE
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMERS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

10  
order for this set. Please, see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
Date FEB 24 1938  
Clerk No. 1211

OPERATION	EST. TIME	ENTERED	COMPLETED
	Chk. No.	Time Allowed	
COMPOSING, TYPE SET UP		FEB 24 1938	FEB 24 1938
RETOUCH			
RETOUCHING	13	3	2 - 29
PHOTO INTRO			
BLANKET	82	3 - 1	3 - 2 45
MOVING			
RETOUCHING		1 1/2	4 Nov
AL	27	9	3 - 22 P.H.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H419 ORDER NO. 9852 DATE 2-17-1938

CUSTOMER THE PERFECTION-AIRE CORP.,  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLOR NE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE NEW PERFECTION-AIRE  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

make DK. Blue impression  
make Red — "

VERY VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Layant 7 1/2  
H.C. 1 1/2  
LA 10

Am



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H420 ORDER NO. 9853 DATE 8-17-1938

CUSTOMER THE PERFECTION-AIRE CORP.,  
DALLAS, TEX.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

q25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full IN THE SPOTLIGHT FOR 1938  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 3 1/2

Ret 1

H.C. 1 1/2

La 9 1/2

MW



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H421 ORDER NO. 9853 DATE 2-17-1938

CUSTOMER THE PERFECTION-AIRE CORP.,  
DALLAS, TEX.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE ART COLORT NE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full COOL COMFORT

(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*make DK. Base impression*

PHOTO RETURNED  
TO  
PHOTO USED FOR

*Layout 6*  
*W. C. 1½*  
*La 10*

*#24*

*Am*

*X*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H422 ORDER NO. 9857 DATE 3-15-1938

CUSTOMER MAYFAIR HOTEL  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MAYFAIR HOTEL - ROSS AT ST. PAUL  
DALLAS

(ETC. AS PER COPY)

see sketch

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

BRING OUT DETAILS OF FRONT ENTRANCE. MAKE THIS STAND OUT AND LOOK AS ATTRACTIVE AS POSSIBLE. WE WOULD LIKE THE COPY OF "MAYFAIR HOTEL" TO SHOW UP ON THE NEON SIGN LOCATED ON THE CORNER NEAR THE BUILDING. HE DID NOT LIKE THE LITTLE LEAF AND BERRY DESIGN, SEPARATING THE HOTEL FROM THE OTHER SIDE. HAVE SOMETHING IN A DIFFERENT BORDER THERE. THE ENTRANCE IS MADE OF STEEL AND IS PAINTED BROWN - (NOT GREEN).

1 photo ret  
5/13/38

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H423 ORDER NO. 9859 DATE Feb. 18, 1938

CUSTOMER DESETET BOOK COMPANY  
44 EAST ON SOUTH TEMPLE  
SALT LAKE CITY, UTAH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

100 M CARDS

SIZE  $2\frac{1}{2} \times 4\frac{1}{4}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LATTER DAY SAINT TABERNACLE,  
WASHINGTON, D. C.

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

BESURE TO HAVE TOWER APPEAR IN THE CENTER OF  
CARD IN PROPER BALANCE. THERE IS A TREE IN THE  
FRON T OF THE PICTURE AND HE WANTS THAT TO STAY  
THERE BUT PUT SOME LEAVES ON THE TREE NOT TOO MUCH.

THE BUILDING IS IN THE BACKGROUND AND THE FIGURE ON TOP OF TOWER  
IS RIGHT AND THE BUILDING BRING OUT FIGURE ON TOP OF TOWER.

COLOR DESCRIPTION

BUILDING IS OF MARBLE ABOUT #11, WITH MARKINGS IN THE MARBLE SIMILAR TO NOS. 7 & 10. COLOR  
BLDG. IN BACKGROUND LIGHT BUFF. THE FIGURE ON TOP OF TOWER IS GOLD.

*Handwritten notes:*  
The Building is in the background sky darker  
Rush

MAR 16 1938

182



DATE 2/18/1938

6 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **OUR HOUSE KITCHEN, GALLIPOLIS, IMPRINT** **XXXX NONE**  
**OHIO**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

YES

• IMPRINT ~~YCSX~~ NONE

PHOTO PROPERTY OF C. T.

### COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

**HANDCOL PROOF** **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

## ATTENTION!

order for this customer. Please see to it that all the or negatives are uniform and colors are in harmony with each other to make an attractive set.

B, ~~SECRET~~ CONFIDENTIAL  
 L- FEB 2 - 1938 FEB 2 - 1938  
 CONFIDENTIAL CONFIDENTIAL

	FEB 24 1938	FEB 24 1938
COMING TO L.P.		
MATCH		
BUILDING	4	4
REPAIRS		
BUS		
SCHOOL, CHURCH	82	3-1
PROVIDE		
WATER, GAS, ETC.		
RENT	25	11/2 9
TOTAL		3-11-

87  
A. 150  
154



THE HOLZER HOSPITAL, GALLIPOLIS, OHIO

NO. 8A-M425

ORDER NO. 9863

DATE 2/18/1938

6 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES

TITLE (IN FULL) OUR HOUSE PARLOR, GALLIPOLIS,  
OHIO

IMPRINT NONE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

WALLS LT. GRAY WITH DARKER GRAY & CREAM FIGURED LIGHT GRAY ~~EX~~ WALL BASE & MANTLE. BRASS CANDLE STICKS. BROWN MAHOGANY CHAIRS & TABLE. DULL RED BRICK FIRE PLACE. BRASS DOG IRONS. SETTEE ON LEFT GREEN VELVET. BROWN MAHOGANY FRAME. PICTURE FRAME OUR MANTLE GILT. OIL PAINTING. ~~DARK~~ PICTURE FRAM ON LEFT DARK GREEN OILPAINTING. DARK BROWN FLOOR. RUG ON FLOOR DARK GRAY? WITH OLD ROSE MAROON & PINK DESIGN. CLOCK ON FLOOR IN REAR OLD DARK MAHOGANY WITH ~~3~~ BRASS BALLS ON TOP. DARK SEAT ON MAHOGANY CHAIR. SHAWL ON SOFA YELLOW, BROWN. HAT NATURAL STRAW & CREAM ROS ES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

order for this set of cards  
see to it that all the  
pictures are uniform in size  
in harmony with each other  
to make an attractive set

ESTIMATE

Cost Div. Chicago

DATE FEB 22 1938

DATE FEB 22 1938

DESCRIPTION	EST. TIME	DATE	DATE
	(No. of Time Allowed)	(Actual Time)	(Completed)
COMING & GOING, SET UP		FEB 22 1938	FEB 22 1938
RETOUCHING	4	5	2-27
PHOTOGRAPHY			3-18
PRINTING			3-1
DELIVERY			3-1
TOTAL	27	11	2-3
			3-11

150  
153



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

NO. 8A-H426

ORDER NO. 8361

DATE 2-18-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

YES

TITLE (IN FULL) RIVERSIDE DRIVE AND EXPRESS  
HIGHWAY, NEW YORK CITY

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: 159

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TAKE OUT BARGE AND DERRICKS ON EXTREME LEFT OF PICTURE. TOUCH UP AND  
BRING OUT CLEARER GEO. WASHINGTON BRIDGE. PUT LEAVES ON TREES.

3BH358

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,779

ATTENTION!

2  
Please see  
order for the following. Please  
see to it that all your  
lives are all right and  
in harmony with each other  
to make an accurate set.

ESTIMATE			
AND WORK SCHEDULE			
DATE	TIME	DATE	TIME
FEB 22 1938	FEB 22 1938	FEB 22 1938	FEB 22 1938
6	2-22	2-25	2-25
82	2-28	2-28	2-28
25	1/4	1-2	1-2
212	12	March 1	March

153



17  
A. 150



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 8A-H428

ORDER NO. 9357

DATE 2-18-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) WHITEFACE INN, ON LAKE  
PLACID, ADIRONDACK MTS., N.Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3 FROM RIGHT EDGE IN UPPER  
BORDER: 149 LP

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE CARD ATTACHED FOR COLORS (3A-H1104)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

Subjects on  
order for this order. Please  
see to it that all subjects or nega-  
tives are uniform and are  
in harmony with each other  
to make an attractive set.

ESTIMATE		By	
FEB 22 1938		FEB 22 1938	
DATE	TIME	DATE	TIME
		FEB 22 1938	FEB 22 1938
TEICH			
RETOUCHING	15 4 1/2	2-22	2-28
PHOTOGRAPH			
PRINTING	83	3-1	3-14
RETOUCHING			
RETOUCHING	21 1/2	3-10	3-10
RETOUCHING	28 9		3-15

DATE RECEIVED \_\_\_\_\_ DATE PAID \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE RECEIVED TO CREDIT \_\_\_\_\_ DATE PAID TO CREDIT \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 8A-H429

ORDER NO. 9357

DATE 2-18-1938

12M 500 POST CARD

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) PUTTING ON ONE OF THE  
ATTRACTIVE GREENS, WHITEFACE INN,  
WHITEFACE, N.Y. ADIRONDACK MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN  
UPPER BORDER: 1504 LP

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

4  
order for the picture. Please  
see to it that the picture  
negative are uniform in color and  
in harmony with the other  
to make an attractive set.

ESTIMATE  
FEB 22 1938  
AND WORK SCHEDULE

Cost Dept. Closed

Date FEB 22 1938

DESCRIPTION	EST. TIME Mo. Time & Day	ENTERED DATE	DATE
CONTRACT - SET UP		FEB 22 1938	FEB 22 1938
RETOUCHING	1 1/2	2-22	3-15
PHOTO - TWO			
BILLING - TWO	83	3-2	3-2
PRINTING			
HAND COLORING	200	1 1/2	
AMOUNT - 228	228	3-27	3-31

DATE OF ORDER \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE OF DELIVERY \_\_\_\_\_ DATE OF DELIVERY \_\_\_\_\_

DATE OF DELIVERY \_\_\_\_\_ DATE OF DELIVERY \_\_\_\_\_



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 8A-H430

ORDER NO. 9357

DATE 2-18-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WHITEFACE INN GOLF CLUB HOUSE  
WHITEFACE INN, N.Y. ADIRONDACK MTS.

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN UPPER  
BORDER: 151 ~~17~~ LP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

4  
order for the color. Please  
see to it that the  
uniformity of the color  
in harmony with the color  
to make an attractive set.

ESTIMATE			
By <u>TECH</u>		Date <u>Feb 22 1938</u>	
FEB 22 1938		FEB 22 1938	
DESCRIPTION	QTY.	UNIT PRICE	TOTAL
CHARTERED BY C. W. HUGHES & CO. INC.			FEB 22 1938
WHITEFACE INN			FEB 22 1938
WHITEFACE INN	13	2	2-22
WHITEFACE INN			3-18
WHITEFACE INN	82		3-2
WHITEFACE INN			3-2 NT
WHITEFACE INN	75	1/2	11 1/2
WHITEFACE INN	215	9	3-17
WHITEFACE INN			3-19

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_

13

153



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. 8A-11431

ORDER NO. 8358

DATE 2-18-1938

6 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) THE WIGWAM, PART OF  
WHITEFACE INN, WHITEFACE, N.Y.  
ADIRONDACK MTS.

IMPRINT SAME AS ABOVE

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN UPPER  
BORDER: 152-1 LP

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subject on  
order for this order. Please  
see to it that all  
negatives are uniform  
in harmony with each other  
to make an attractive set.

ESTIMATE		FEB 22 1938	
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
COMPOSITE SET UP			FEB 22 1938 FEB 22 1938
PRINTING	4		
RETOUCHING			
RETOUCHING			
RETOUCHING			
RETOUCHING	83	2-26	2-2845
RETOUCHING	25	1-4	1-3
RETOUCHING	25	8	3-4 734

153



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H432 ✓ ORDER NO. 9872

DATE 2-19-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BEBOUT & DOWNS  
CLEVELAND, OHIO

6 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE ~~W~~ FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FOOT DELIGHT SHOES FOR SPRING

BY HOLBROOK & SMITH -

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

Shoe by H.

CUSTOMER — PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H433 ✓ ORDER NO. 9873 DATE 2-19-1938

CUSTOMER ~~8A-H433~~  
L.B. BILLINGSLEY MACH. & SUPPLY CO.  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **HOT AND COLD AIR CONTROL**

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

*See our layout*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT.

LEAVE THE DRYER REMAIN THE SAME SIZE AS SHOWN ON THE LAYOUT WHICH WILL MEAN THAT YOU WILL  
HAVE TO MINIMIZE THE CLOTHES LINE DRYING WHICH IS SO ARTISTICALLY DEPICTED AT TOP OF CARD.  
THE COLORS YOU USE ARE TO BE YOUR ARTIST'S CHOICE.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



10 R.

~~X~~

NO. 8A-H434

DISTRIBUTED BY J.R.WILLIS, BOX 665, ALBUQUERQUE, N.M. ORDER NO. 9864

DATE 2-19-1938

12 10 M 500 POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM HOLBROOK,  
ARIZONA

© J.R. WILLIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

2 Blueprints

COLOR DESCRIPTION

SEE PHOTOS AND CARDS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,777

17-16

178

OPERATION	EST. TIME	EST. TIME	EST. TIME	EST. TIME
20	8	MAR 12 1938	MAR 12 1938	
2	10	3-12	3-28	
62		3-30	3-31	
17				



G. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 8A-H435

ORDER NO. 9390

DATE 2-19-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SACANDAGA RESERVOIR

LOOKING SOUTH FROM NORTHVILLE, N. Y.  
BRIDGE. ADIRONDACK MTS.

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN  
UPPER BORDER: 24

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

STRENGTHEN THE DISTANT MOUNTAINS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5 subjects on  
order for this set. Please  
see to it that all the  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

DATE FEB 24 1938

DESCRIPTION	EST. TIME	EST. COST	EST. DATE
COMPOSITION			FEB 24 1938
EXPOSURE			FEB 24 1938
DEVELOPING	25.24 3	2-24	2-26 58
PRINTING	62	2-28	2-28 11.5
REWORK			
REWORK COST	1/4		
TOTAL	28 83/100		2-3 3-10 P.H.

DATE PAID

DATE PAID

DATE PAID

DATE PAID

DATE PAID

DATE PAID

DATE PAID

DATE PAID

DATE PAID



from Peter  
for OK.



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 8A-H437

ORDER NO. 9390

DATE 2-19-1938

12 $\frac{1}{2}$ " M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE APPROACH TO BRIDGE  
CONNECTING NORTHVILLE AND BATCHELLERVILLE,  
N. Y. SACANDAGA RESERVOIR

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT ~~RIGHT~~ EDGE  
IN UPPER BORDER: 28

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform in color and  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 24 1938		FEB 24 1938	
COMMISSION G. TY & L. P.		FEB 24 1938	FEB 24 1938
TEICH			
REMARKS	211	3	Mardi 1 3-3 SL
PROFIT			
STUDIO CHARGE	82	3 - 3	3 - 3 1/2
STUDIO			
HAIR & MAKEUP	225	1 1/2	11 March
STUDIO	25	9	3-18 734

211 - 1/2  
200 - 1/2  
M



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 8A-H438

ORDER NO. 9390

DATE 2-19-1938

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BRIDGE BETWEEN NORTHVILLE  
AND BATCHELLERVILLE, N.Y. SACANDAGA  
RESERVOIR

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN  
UPPER BORDER: 29

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

STRENGTHEN MTS. IN DISTANCE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,759,375

ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all subjects or nega-  
tives are uniform in size and are  
in harmony with each other  
to make an attractive set.

ESTIMATE

By *[Signature]* Date FEB 25 1938

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE
COMPOSITE COLOR PRINT			FEB 24 1938	FEB 24 1938
REPRODUCED	9	3	2-24	3-7 50
PHOTO LITHO	82		3-8	3-8 45
REPRODUCED	204	1 $\frac{1}{2}$	3-9	3-10
REPRODUCED	228	8 $\frac{3}{4}$	3-16	5-18

DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_  
DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_  
DATE PAID \_\_\_\_\_ DATE PAID \_\_\_\_\_



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 8A-H439

ORDER NO. 9390

DATE 2-19-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **SACANDAGA RESERVOIR LOOKING  
SOUTH FROM NORTHVILLE, N.Y. ADIRONDACK MTS.**

PRIVATE NO. ¾" FROM RIGHT EDGE IN  
UPPER BORDER: 30

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

MAKE MTS. MUCH STRONGER

SUBMIT RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

12  
**ATTENTION!**

5  
Subjects on  
order for this card. Please  
see to it that all subjects or nega-  
tives are uniform in colors are  
in harmony with each other  
to make an attractive set.

9-11-38 FEB 24 1938

QUANTITY	EST. TIME	DATE	DATE
	Est. No. Time & lower	DATE	DATE
PRINTING OF SET UP		FEB 24 1938	FEB 24 1938
TEICH	25 2.4	2-29	3-2 8
RETOUCH			
PHOTO GILD			
PRINTING	83	3-2	3-3 4
RETOUCH			
PHOTO GILD	24 1½	3-10	3-10
PRINTING	38 8	3-15	3-17

DATE FOR

By

DATE FOR

DATE FOR

DATE FOR

DATE FOR



THE J. O. STOLL CO.,  
CHICAGO, ILL.

NO. 8a-H440

ORDER NO. 9166

DATE 2-19-1938

25 MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL LA SALLE, CHICAGO

PRIVATE NO. UPPER LEFT CORNER: 173

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BE SURE TO SHOW CORNERS AT TOP AND BOTTOM OF BLDG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ATTENTION!

12  
Only for use on the back of  
the card only. Do not use  
this for anything else. Do not  
in any way use it to make an  
impression on the back of the  
card.

R.

ESTIMATE

FEB 24 1938

FEB 24 1938

12

8 1/2

2-24

3-3.56

82

3-4

3-5.45

37

1 1/2

10

March 21 1938

March 23 1938

13 - 3

12 - 5 1/2

15 1/4



T. J. DAVIS, PINEVILLE, LA.

NO. 8A-H441

ORDER NO. 9902

DATE 2-21-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THIRD STREET LOOKING NORTH,  
ALEXANDRIA, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE SAME COLORS AS CARD ATTACHED, 496-30, TAKE OUT AS MANY  
AUTOS AS YOU CAN. LEAVE ONLY ABOUT 5 or 6 LATE MODEL CARS IN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ATTENTION!

2 Subjects on  
order for this photo. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

By [Signature] Date FEB 25 1938

Client T. J. DAVIS

DESCRIPTION	TIME	DATE	DATE
COMP. ADVICE, TR. & SET UP		FEB 25 1938	FEB 25 1938
SKETCH			
RETOUCHING	7		
PROOF 1170			
ELC. 1170			
6.000000.000000.000000			
10.000000			
10.000000	1 1/2		
10.000000	9		

By [Signature] Date FEB 25 1938

Client T. J. DAVIS



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H442

ORDER NO. 9903

DATE 2-21-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

2  
Photos for  
this Customer

CUSTOMER HOTEL BENTLEY  
ALEXANDRIA, LA.

12 M 500 P.C.

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL BENTLEY, ALEXANDRIA, LA.

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

(Submit) Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



T. J. DAVIS, ~~ROCKFORD~~ PINEVILLE, LA.

NO. 8A-H443

ORDER NO. 9902

DATE 2-21-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) LOUISIANA COLLEGE, PINEVILLE -  
~~ROCKFORD~~ ALEXANDRIA, LA.

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLORS SAME AS ON CARD ATTACHED, OA4373. BE SURE WALK LEADING FROM FRONT  
GATE SHOWS THE CIRCLE AROUND THE EVERGREENS IN CENTER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

2 Subjects on  
order for this summer. Please  
see to it that all prints or nega-  
tives are uniform in colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

By W.H. Cost Dpt. W.H.

DATE FEB 25 1938 FEB 25 1938

OPERATION	EST. TIME	DATE	DATE
COMING, IT & SET UP		FEB 25 1938	FEB 25 1938
RELOCATING	5		
RELOCATING			
RELOCATING			
RELOCATING			
RELOCATING			
RELOCATING	1 1/4		
RELOCATING	9		



30

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. ~~81-8444~~ ✓ ORDER NO. 9903 DATE 2-21-1938

CUSTOMER HOTEL BENTLEY  
ALEXANDRIA, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LOBBY, HOTEL BENTLEY, ALEXANDRIA, LA.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No *same as 8AH44*  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED  
TO  
PHOTO USED FOR

Feb 9  
202  
A 12 1/2

1350

No Monogram

X  
made by  
1158

5  
3



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

NO. 8A-H445

ORDER NO. 9400

DATE 2-22-1938

12 M 500 ~~EXCH~~ POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

YES

TITLE (IN FULL) BOARDWALK AND THE BATHING

IMPRINT SAME AS ABOVE

~~EXCH~~ STRAND, LONG BEACH, LONG ISLAND, N.Y.

PRIVATE NO. UPPER <sup>RIGHT</sup> ~~LEFT~~ CORNER: 111L

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

RETAIN THE PATTERN OF THE BOARDWALK AS CLEARLY AS POSSIBLE.

3BH1426

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,774

ATTENTION!

5 Subjects on  
order for the ... Please  
see to it that the ...  
... are  
in harmony with each other  
to make all attractive set.

ESTIMATE

On Date Checked

FEB 24 1938

AND WORK SCHEDULE

FEB 25 1938

DESCRIPTION	EST. TIME	DATE	DATE
COMPOSED, TYPE & UP		FEB 25 1938	FEB 25 1938
EDITING	205	1/4	3-35
PROOFING			
EDITING	82	3-3	3-3 45
PROOFING			
EDITING	225	1 1/2	7 1/2 d.
PROOFING	39	8 1/2	3-18

ST  
A.M. 153  
158



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

NO. 8A-H446

ORDER NO. 9400

DATE 2-22-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENJOYING THE SURF, LONG BEACH, LONG ISLAND, N.Y.

PRIVATE NO. UPPER <sup>right</sup> CORNER: 119L

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5 days on order for this customer. Please see to it that all or negative are in form and color are in the same way as other to make an accurate set

ESTIMATE

By TEICH Cost Depr. Charged

Date FEB 25 1938 Date FEB 25 1938

OPERATION	TIME	DATE	DATE
	N   Time & Date		COMPLETED
COATING, TY & SET		FEB 25 1938	FEB 25 1938
TEICH			
ENCLOSING	13 H	2-25	3-25
PHOTO LITHO			
BLANKET	82	3-2	
REPLACEMENT			
ENCLOSING	225 1 1/2		7 1/2
ENCLOSING	213 9	3-17-38	3-21-38

DATE PAID \_\_\_\_\_

By \_\_\_\_\_

DATE PAID \_\_\_\_\_



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

NO. 8A-H447

ORDER NO. 9400

DATE 2-22-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) UNITED STATES POST OFFICE,  
LONG BEACH, LONG ISLAND, N.Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER <sup>right</sup> CORNER: 120L

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

RED BLDG. STATE ROOF, BROWN DOORS. THE PAVING IN THE ROADWAY IS LIGHT RED BRICKS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects of  
order for this order. Please  
see to it that the color or nega-  
tives are in harmony with each other  
to make an attractive set.

DATE	2-22-1938	ESTIMATE	38H1426
LOCATION	211	2	7 March 1938
DATE	2-22-1938	ESTIMATE	38H1426
LOCATION	211	2	7 March 1938
DATE	2-22-1938	ESTIMATE	38H1426
LOCATION	211	2	7 March 1938
DATE	2-22-1938	ESTIMATE	38H1426
LOCATION	211	2	7 March 1938
DATE	2-22-1938	ESTIMATE	38H1426
LOCATION	211	2	7 March 1938



NO. 8A-H448

FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

ORDER NO. 9400

DATE 2-22-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CORNER - BORDER.

TITLE (IN FULL) BOARDWALK, ATLANTIC BEACH,  
LONG ISLAND, N.Y.FRONT NO. 2 R. M. ~~MM~~ YES

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER <sup>right</sup> ~~LEFT~~ BORDER: 1211

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

~~XXXXXXXXXX~~*Light brown blue red roof. Low flag. as right & left  
have green roofs. Top of round tower is green*

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

**YES**CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects are  
order for the customer. Please  
to it that all print or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
FEB 25 1938 AND WORK SCHEDULE FEB 25 1938

LOCATION	WEEK TIME	DATE	DATE
CHICAGO		FEB 25 1938	FEB 25 1938
DETROIT	229 3	2-25	3-5 SE
INDIANAPOLIS			
LOUISVILLE	83	3-5	3-7 SE
MEMPHIS			
NASHVILLE			
ST. LOUIS			
SPRINGFIELD			
WICHITA			

Rm 153  
158



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.

NO. 8A-H449

ORDER NO. 9400

DATE 2-22-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CASTLES BEACH CLUB,  
ATLANTIC BEACH, LONG ISLAND, N.Y.

PRIVATE NO. UPPER <sup>right</sup> CORNER: 122L

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2

R. M.

No

IMPRINT

Same as above.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUFF BLDG. WITH RED ROOF.

NOTE ENCLOSED POOL

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,779

ATTENTION!

5

Subject on  
order for the photo. Please  
see to it that the photo is  
taken in the best possible  
in the best possible  
to make an attractive photo.

EST. TIME		EST. TIME	
CL. NO.	Time	CL. NO.	Time
CONF. 1014		FEB 25 1938	FEB 25 1938
13	5	1-25	3-5 1/2
12		3-8	3-8 1/2
12	1 1/2	3-16	3-25

DATE FILMED

DATE FILMED



STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

NO. 8A-H451

ORDER NO. 9413

DATE 2-22-1938

25 POST CARDS

ART COLORTONE

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M.

YES

IMPRINT

SAME AS ABOVE

TITLE (IN FULL) THE GOLDEN GATE AND BRIDGE  
FROM PALACE OF THE LEGION OF HONOR, SAN  
FRANCISCO, CALIF.

PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER: 92

BOT. OF MESSAGE SPACE: PICTORIAL  
WONDERLAND

PHOTO PROPERTY OF

customer

COLOR DESCRIPTION

PHOTO 2A-H799.

USE

TAKE OUT CAR IN FOREGROUND. MODERNIZE THE OTHERS. PUT THE GOLDEN  
GATE BRIDGE IN, SO THAT IT WILL SHOW UP TO ADVANTAGE. BRIDGE IS RED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,779

ATTENTION!

2  
Reflects on  
Picture  
to make an attractive set.

ESTIMATE

Cost Est. Checked

ESTIMATE

ESTIMATE

EST. TIME

EST. TIME

MAR 1 1938

MAR 1 1938

7 8

3-15

3-15

83

3-15

3-15

225 1/2

4-13

17 Hold

211 9

4-13

4-18

38

156  
162



NO. 8A-H450

STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

ORDER NO. 9413

DATE 2-2-1938

25 ~~12~~ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M. NO

TITLE (IN FULL) S A N F R A N C I S C O

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN UPPER

BORDER: 85

DOT OF MESSAGE SPACE: PICTORIAL  
WONDERLAND

*also private no at bottom.*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

IN THE UPPER PART OF "F" PUT THE CLIPPER SHIP 6A-H613 with A BRIDGE  
SUBJECT BELOW. MAKE SELECTION FROM CARDS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,297,775

*Corr*

*Rel*  
10/1938

ESTIMATE

Cost Dept. Checked

MAR 28 1938 MAR 22 1938

	10		
5	12	3	28
			3 - 28
82		3	30
			3 - 30
31	24	3	3
214	16	4	13
			4 - 21

2A-H781

H776

H777

H804

H785

H762

4A-H852

A-H1068

6A-H813

6A-H1814

7A-H1261

7A-H1266

7A-H1269

105



STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

NO. 8A-H452

ORDER NO. 9413

DATE 2-22-1938

25 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 6n

R. M. YES

TITLE (IN FULL) SAN FRANCISCO'S BUSINESS  
DISTRICT AND BAY, GOLDEN GATE INTERNATIONAL E  
EXPOSITION, OAKLAND, BERKELEY, ALAMEDA  
IN DISTANCE

IMPRINT SAME AS ABOVE

Small type © STANLEY A. PILTZ

Private no. 114

Gothic type

at Bottom of page. Jan  
"Pictorial Wonderland" also.  
private no.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE PHOTO 2A-H768. WORK IN THE FAIR GROUNDS IN BAY AS INDICATED BY TRACER.  
PUT IN THE SQUARE WHITE BLDG. IN FOREGROUND, AS WAS WORKED IN ON 6A-H1824.  
THIS IS THE S.F. MINT. A TALL BLDG. DOWN THE MAIN THOROUGHFARE HAS BEEN ALTERED,  
FROM A DOME TO A SQUARE TOP, ABOUT 7 or 8 STORIES HIGHER. MAKE THE EXPO. LOOK  
LIKE A FAIR. WE HAVE ENOUGH CUTS OF THIS FOR GUIDES. EXTEND ROADWAY AROUND THE  
SHORE OF ISLAND UP TO THE BRIDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

yes

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Cut List, Checked	
MAR 1 1938		MAR 1 1938	
5	10	3-1	3-15 S
2		3-16	3-16 AT
225	2 1/2	21 March	
211	16	May 6	May 10

8/18/38

74 0. = H  
21 R 2 1/2

A. A. COVER	
EST. MAR 1 1938	
4	1
HC 2 1/2	211
APR 13 1938	

R. M. 156  
10







SANBORN SOUVENIR CO., DENVER, COLO.

NO. 8A-H454

ORDER NO. 9411

DATE 2-22-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: STEAMBOAT ROCK AND THE NORTH ST.  
URAIN HIGHWAY TO ROCKY MOUNTAIN NATIONAL  
PARK, BETWEEN LYONS AND ESTES PARK,  
COLORADO ~ R.M.

PRIVATE NO. BEFORE TITLE: 2231

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

POINT IS PINK RED SANDSTONE SLOPES FROM IT HAVE OUTCROP OF SAME COLOR BUT GRAD-  
UAL SPOTS. LOW GROUND IS BROWN TO GREEN. OILED ROADS. WHITE CONCRETE BRIDGE & ROAD  
RAILS. DARK GREEN TREES. GET OUTLINE OF POINT CORRECT IN CONTOUR & DETAIL.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION

2

MAKEOVER

Charge to L.V.

EST. Makeover Time Required

RETOUCHING  
PHOTOGRAPHY  
COMPOSING  
ART DEPT. HC 1/2 121  
ENGRAVING

APR 15 1938

Log

ESTIMATE

FEB 25 1938

DESCRIPTION	EST. TIME	DATE	DATE
		FEB 25 1938	FEB 25 1938
9	1/2	2 25	3-9 SC
89		3 - 4	3-5 1/2
43	1 1/2	5/18	5/21

MAKEOVER

Charge to

EST. Makeover Time

RETOUCHING  
PHOTOGRAPHY  
COMPOSING  
ART DEPT. HC 1/2 121  
ENGRAVING

X

158



ROBEINS-TILLOQUIST CO., SPOKANE, WASH.

NO. 8A-H855

ORDER NO. 9408

DATE 2-22-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

SNOQUALMIE FALLS, WASHINGTON,  
A FALL OF 268 FEET

small type - © BY ASANIEL CURTIS  
PRIVATE NO. BEFORE TITLE: 1501

in 05H2051

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO 5A-H878 and PLACE THE LODGE AS ON THE UPPER LEFT BLUFF OF THIS  
PICTURE ON PHOTO 4A-H1811.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Est. Dept. Chicago

MAR 1 1938

MAR 1 1938

COMMISSION

1. TAIL

No. 1 TAIL

1. TAIL

COMMISSION	No. 1 TAIL	1. TAIL	1. TAIL
COMMISSION TO 100.00		MAR 1 1938	MAR 1 1938
	9	1	3-1
	83	3-4	3-8 H.T.
	21	1 1/2	3-11
	218	9	3-25
			4-1

127  
Handcolored

ST  
K. 156  
162



12.

ABILENE PRINTING & STATIONERY CO., ABILENE, TEXAS

NO. 8A-H456

ORDER NO. 9409

DATE 2-22-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) UNDERPASS AND PINE STREET,  
LOOKING NORTH, ABILENE, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. no

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*in 30H 218*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

Cost Estimate

By <u>[Signature]</u>	Date <u>JUN 3 1938</u>	By <u>[Signature]</u>	Date <u>JUN 3 1938</u>
EST. TIME	EST. TIME	EST. TIME	EST. TIME
56	4	6-2	9-75
83		6-7	6-7 1/2
225	1 1/2		9 June
202	9	6-16	6-20

54-1  
56-3

ST  
84



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H457 ✓ ORDER NO. 9911 DATE 2-22-1938

CUSTOMER ED. V. PRICE & CO.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25<sup>1</sup> POST CARDS SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **TAILORED TO ORDER BY E.V.PRICE & CO.**  
**CHICAGO (ETC.AS PER COPY)**

FRONT NO. **5** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer No Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

*submit to Mr. Lockwood*

COLOR DESCRIPTION

FOLLOW DRAWING ATTACHED.

**VERY VERY RUSH**

*make red impression*

*Ref 5*  
*HC 12*  
*11*

*Ok to go*  
*qued*

*# 153*



MAX BERNSTEIN,  
KANSAS CITY, MO.

NO. 8A-H458

ORDER NO. 9421

DATE 2-23-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) 12TH AND MAIN LOOKING

IMPRINT SAME AS ABOVE

NORTH, KANSAS CITY, MO.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT WIRES & POL'S. CUT AT RIGHT & AT BOTTOM AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

6  
Please see to it that all your  
pictures are unobscured and  
in harmony with each other  
to make an attractive set

ESTIMATE			
FEB 25 1938		FEB 25 1938	
DATE	TIME	DATE	TIME
FEB 25 1938	FEB 25 1938	FEB 25 1938	FEB 25 1938
211	9	March 2	3-10 SL
82		3-12	3-14 H.T.
208	9	3-28	4-5

*material for [unclear]*

211-3  
2-6

157



MAX BERNSTEIN,  
KANSAS CITY, MO.

NO. 8A-H459

ORDER NO. 9421

DATE 2-23-1938

12 1/2 M ART COLOR TONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KERSEY COATES DRIVE,  
KANSAS CITY, MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FOLIAGE IS ALL GREEN. STEPS? ETC. ARE ALL STONE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

6  
order for the customer. Please  
see to it that all color  
tives are uniform and  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cos. Dept. Control

DATE	FEB 25 1938	DATE	FEB 25 1938
QUANTITY		QUANTITY	
PRICE		PRICE	
TOTAL		TOTAL	
DATE		DATE	
QUANTITY	205	QUANTITY	4
PRICE		PRICE	2 - 25
TOTAL		TOTAL	3 - 5 SC
DATE		DATE	
QUANTITY	82	QUANTITY	3 - 5
PRICE		PRICE	3 - 7 1/2
TOTAL		TOTAL	
DATE		DATE	
QUANTITY	225	QUANTITY	22 March
PRICE	31	PRICE	3 - 9
TOTAL		TOTAL	
DATE		DATE	
QUANTITY	37	QUANTITY	8
PRICE		PRICE	
TOTAL		TOTAL	

13 M

17.  
157



NO. 8A-H460

ORDER NO. 9421

DATE 2-23-1938

## ATTENTION

order for them to be placed. Please see to it that all the negatives are uniform. The photos are in harmony with each other to make an attractive set.

12 $\frac{1}{2}$  M ART COLORTONE PHOTO CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LIBERTY MEMORIAL AT NIGHT,  
KANSAS CITY, XXXIX MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF **YES**      RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive Order of 1942

By        FEB 25 1938

CP 511 C

CC-0. INCC. 1978. 10. 10.

67 CH

# INDEXING

PLATO 1170

100

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

—

2

## ESTIMATE

$$Co + Li, S, Cl \rightarrow$$

FEB 28 1938

FEB 21 1933

2 - 76

3-11-84

3 - 12

3-15 11/19

3. 31. *Bth*

7  
6 M.

*Perry  
Rush*



MAX BENNSTEIN,  
KANSAS CITY, MO.

NO. 8A-H461

ORDER NO. 9421

DATE 2-23-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORED PHOTO CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ROSE GARDEN, JACOB L. LOOSE  
PARK, KANSAS CITY, MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

6 on  
order for the customer. Please  
see to it that the colors or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		By	
MAR 1 1938		MAR 1 1938	
QTY.	UNIT	QTY.	UNIT
16	3	3-1	3-4 50
82	3	3-1	3-5 14
214	9	3-11	3-11
214	9	3-25	4-5

57  
162



MAX BERNSTEIN,  
KANSAS CITY, MO.

NO. 8A-1462

ORDER NO. 9421

DATE 2-23-1938

12 1/2 M ART COLOR TONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOSPITAL HILL, KANSAS  
CITY, MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

CUT FROM SET ABOUT AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

6 Subjects on  
order for this order. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

FEB 25 1938

FEB 25 1938

DESCRIPTION	EST. TIME	DATE	EST. COST
COPIES OF TV. & CO.		FEB 25 1938	FEB 25 1938
EST. TIME	11 5	2-25	3-3 SC
PHOTO LITHO			
PHOTO LITHO	83	3-3	3-4 1/2
PHOTO LITHO			
PHOTO LITHO	216 1/2	3-9	
PHOTO LITHO	37 9	March 23 1938	March 28 1938

DATE PAID

DATE PAID

DATE PAID

By

P.

157



MAX BEINSTEIN,  
KANSAS CITY, MO.

NO. 8A-H463

ORDER NO. 9421

DATE 2-23-1938

12 1/2 M ART COLORTONE PHOTO CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON MONUMENT,  
KANSAS CITY, MO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE BEST PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

6 Subjects on  
order for this customer. Please  
see to it that all the or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

DATE FEB 25 1938

DESCRIPTION	EST. AMT	DATE	DATE
OVERALL SET UP		FEB 25 1938	FEB 25 1938
PRINTING	11 5	2 - 25	3 - 5 86
PHOTO LITHO	12	3 - 7	3 - 8 47
REPRINTING	1 1/4		11 1/2
TOTAL	28 8		3 - 2 4

7  
M

157



G. R. LOVEGROVE,  
FLINT, MICHIGAN

NO. 8A-H464

ORDER No. 9431

DATE 2-23-1938

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM  
FLINT, MICHIGAN

Small type: (c) Curt Teich & Co., Inc.,  
C.T. & Co. Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE			
FEB 25 1938			
OPERATION	EST. TIME	DATE	TIME
CHANGING TO RET. OF		1938	FEB 25
"	9		
"	5	2-28	3-10 80
"	82	3-10	3-11 45
"			
"			
"	15		

Photo in  
8659/

157



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H465 ORDER NO. 9919

DATE 3-12-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER RED WING POTTERIES  
2642 W. TAYLOR STREET  
CHICAGO, ILLINOIS

12<sup>1</sup>/<sub>2</sub>" M POST CARDS SIZE 3<sup>1</sup>/<sub>2</sub>" x 5<sup>1</sup>/<sub>8</sub>"

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GYPSY TRAIL, SUN LIT, GAY, GLORIOUS  
COLORS

*at top 1 line*

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. used 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BLACK BACKGROUND FOR PICTURE

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



21  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. ~~8A-H468~~ ORDER NO. 9923 DATE 2-26-1938

CUSTOMER COMMODORE HOTEL  
DES MOINES, IOWA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE COMMODORE - GRAND AVE. AT 35TH STREET  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED. SEE TISSUE ON SKETCH.

To J. A. 10  
12/1/38

PHOTO RETURNED

TO

PHOTO USED FOR

9  
La. 4  
Ret. 7  
He. 1 1/2  
La. 11  
Do Operation  
Apr



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H467 ORDER NO. 9924

DATE 2-23-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SCARBROUGH & SONS  
AUSTIN, TEXAS

12 M 500 P.C. SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **E.M. SCARBROUGH & SONS - AUTHENTIC**  
**SUMMER SHOEFASHIONS SHOE FASHIONS**

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*original shoes by hand*

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

547  
2-2  
200 134  
A10

#24



HARRY L. DAILEY, 635 BIRD ST., PARKERSBURG, W.VA.

NO. 8A-H468

ORDER NO. 9945

DATE 2-24-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

TITLE (IN FULL) <sup>TOP</sup> NEW FIFTH STREET BRIDGE AND  
LITTLE KANAWHA RIVER, :PARKERSBURG, W.VA.

IMPRINT SAME AS ABOVE

IT - ON STATE ROUTE 2 and 14, U. S. 21

PRIVATE NO. 3/4" FROM LEFT EDGE IN UPPER  
BORDER: P-24

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

STEEL GRAY ARCH & RAILINGS. LIGHT CEMENT PIER. REMOVE OLD HOUSES IN REAR  
CENTER. LIGHT CEMENT LAMP POSTS ON REAR LEFT. REMOVE DEAD TREE IN RIGHT CENTER.  
SHOW SPRINGTIME FOLIAGE ON TREE ON RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF 40

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,779

FEB 28 1938

FEB 28 1938

FEB 28 1938

FEB 28 1938

256

4

2-28

2-28

82

3-3

3-3 45

31

1/4

3-8

3-8

212

9

March 17

March 18

5

7

159



NO. 8A-H469

ORDER No. 9958

DATE 2-24-1938

12 <sup>M</sup> 500 post cards ART COLORTONE FULL FACE  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. **3** R. M. **YES**

IMPRINT SAME AS ABOVE

TITLE: HIGHWAY U.S. 40 AND FLOYD HILL  
BRIDGE CROSSING CLEAR CREEK IN CLEAR  
CREEK CANYON NEAR IDHO SPRINGS, COLORADO  
PRIVATE NO. ~~XXXXXX~~ BEFORE TITLE: 2020 *VB*

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,297,775

Cost D. A. Church!

1938

DATE	TIME	LOCATION	REMARKS
MAR 1938			MAR 1938
205	2	3-2	3-7 SC
89		3-8	3-8 15
71	1		10 1
37	9	April 1938	April 20 38



NO. 8A-H470

SCENIC ART SERIES, B.S. REYNOLDS CO., WASHINGTON, D.C.

ORDER NO. 9959

DATE 2-24-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

Yes

TITLE (IN FULL) TOP-"MORMON" CHAPEL IN THE  
NATION'S CAPITOL

IMPRINT SAME AS ABOVE

BOT-CHURCH OF JESUS CHRIST OF LATTER-DAY  
SAINTS, WASH, D.C.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Handwritten notes and stamps on the back of the photo ticket, including a large "TERMINATE" stamp and a date stamp "MAR 1 1938".

MAILED OVER

Check Ret Del

100% Money-Back Guarantee

1/2

1

MAR 28 1938

11/11

01 21 25

5-2  
12-5



## ADV. ORDER

ORDER NO. 9960

DATE 2-24-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER **ERIE LODGE NO. 66**  
**ERIE, PA.**

6 M POST CARDS

SIZE

$$3\frac{1}{2} \times 5\frac{1}{2}$$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full

NEW GRILL - MOOSE CLUB, ERIE, PA

FRONT NO. 5

(All of this on address side)

R. M.

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout REMOVE SLOT MACHINE IN LEFT & RIGHT

REAR OF PICTURE. STRAIGHTEN SEVERAL CHAIRS &  
TABLES IN CENTER FOREGROUND. REMOVE ASH TRAYS  
FROM TABLES.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White

\_\_\_\_\_

Screen { 120  
133  
150  
175

### COLOR DESCRIPTION

SEE COLORED PHOTO.

— CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

ON

YES

RETURN PHOTO

PHOTO RETURNED

To

PHOTO USED FOR

2,500—1-2-38

MAR 15 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H472 ORDER NO. 9961 DATE 2-24-1938

CUSTOMER AUDITORIUM HOTEL  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

AUDITORIUM HOTEL - MICHIGAN AVE. AND CONGRESS  
STREET CHICAGO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT SIX ELEVATIONS ON ROOF. TAKE OUT TREES.  
TAKE OUT VEHICLES IN CONGRESS ST. ON LEFT. TAKE  
OUT PRINTING ON BUILDING ON RIGHT. BRING  
BROADWAY UP-TO-DATE WITH FEW STREAMLINED AUTOS  
ETC. AS ON ATTACHED CARD.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

NOTE

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 1 6 1938



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-H473

ORDER NO. 9435

DATE 2-24-1938

25 M ART COLOR TONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 R. M. YES

TITLE (IN FULL) SAN FRANCISCO-OAKLAND BAY

IMPRINT SAME AS ABOVE

BRIDGE, SAN FRANCISCO, CALIF. EAST  
BAY SHORE IN DISTANCE (USE GOTHIC TYPE)

PUT AT BOTTOM OF MESSAGE SPACE:

PICTORIAL WONDERLAND  
PRIVATE NO. AT BOTTOM OF DIVIDING LINE:

PRIVATE NO. AT EXTREME RIGHT IN UPPER

BORDER: 31

Small type: Copyright Stanley A. Piltz

PHOTO PROPERTY OF 31 CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. D-4706. SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,773

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all copies or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
B. 9811		MAR 11 1938	
L. 1000		MAR 11 1938	
OPERATION	EST. TIME	DATE	DATE
1. PREPARE COPY		MAR 11 1938	MAR 11 1938
2. PRINT	5 5 1/2	3 - 11	3 - 16 SC
3. MOUNTING			
4. DELIVERY	82	3 - 16	3 - 17 4T
5. TOTAL	21 15	4 - 4 - 38	4 - 11 - 38 F.W.

5  
A-24 159  
177



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-H474

ORDER NO. 9435

DATE 2-24-1938

25 M ART COLORTONE POST CARDS? WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CLIFF HOUSE AND SEAL ROCKS,  
SAN FRANCISCO, CALIF.

(USE GOTHIC TYPE)

Small type: Copyright Stanley A. Piltz  
PRIVATE NO. AT EXTREME RIGHT IN UPPER

BORDER: 94

COLOR DESCRIPTION

USE PHOTO NO. 2A-HB01. SEE INSTRUCTIONS ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:

PICTORIAL WONDERLAND

PRIVATE NO. AT BOTTOM OF DIVIDING LINE:

94

PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for the customer. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Photo in  
D8515

Better

ESTIMATE

C.O.

AND PHOTO SCHEDULE

DATE

MAR 2 1938

TIME

DATE

MAR 2 1938

MAR 2 1938

2

11

3-2

3-16 8

82

3-16

3-17 4

32

1 1/2

4-5

3-18

36

4-5

4-7 WP.

85  
A-159  
163



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H475

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) <sup>TOP</sup> ~~TOP~~: NAVAHO SILVERSMITH,  
THE INDIAN BUILDING

<sup>TOP</sup> ~~TOP~~: ALBUQUERQUE, NEW MEXICO

PRIVATE NO. BEFORE UPPER TITLE: H-1925

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. yes

IMPRINT COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98109.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,777

ATTENTION!

26 Subjects on  
order for this material. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		MAR 1 1938		MAR 1 1938	
QUANTITY ORDERED		MAR 1 1938		MAR 1 1938	
PRICE		2 - 1		2 - 10 2	
PRICE		3 - 11		3 - 12 45	
225 1/2		16 - 11 1/2			
42 9		4 - 11		4 - 13	

DATE PAID

By

NAME OF PERSON TO WHOM PAID

4







FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H477

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INDIAN BUILDING AND SANTA

FE STATION, ALBUQUERQUE, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-1933

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98093  
A-199

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

26 Subjects on  
order for this customer. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

		MAR 1 1938		MAR 1 1938	
205	3	3-1		3-14 SP	
87		Mar 1-1-38		3-15 14	
225	1			30 Mar 6	
32	1/2			3-17	
27	9			4-16	

MAKEOVER

Charge to L.V. Dept.

Estimated Time Required

REPAIRS	2 1/2	Yrs. 1-10-1938
PAINT		MAR 20 1938
GLASS		
WALLS		
FLOOR		

REH

160



FRED HARVEY,  
KANSAS CITY, MO.

NO 8A-H478

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EL ORTIZ, THE FRED HARVEY

INN AT LAMY, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-1573

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M.

YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. A-124

97931

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,207,775

ATTENTION!

26  
order for this customer. Please  
see to it that all photos or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

DATE		DATE	
MAR 1 1938		MAR 1 1938	
206	3	3-1	3-14 SP
80		3-14	3-15 47.
225	1 1/2		18 Hard.
42	9	3-25	3-28

R 11/16/1  
160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H479

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE CASTANEDA, FRED HARVEY  
HOTEL, LAS VEGAS, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-1854

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98096

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

ATTENTION!

26 Subjects on  
order for this purpose. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE		On Est. Closed	
MAR 1 1938		MAR 1 1938	
COLLATION	NO. OF COPIES	NO. OF COPIES	NO. OF COPIES
COPYING BY CURT TEICH		MAR 1 1938	MAR 1 1938
PRINTING			
REPRODUCTION		Mar 11	Mar 16 St
IN		3 - 17	3 - 18 1/2
225	1 1/2		18 1/2
9	9	4 - 15	4 - 19

*Very Rush*

MAKEOVER

Charge to LV Dept.

EST. Makeover 1st Request

REPRODUCTION	TIME	DATE
PHOTOGRAPH	1/2	MAR 26 1938
COMPONENT		
ART DEPT.		

*RT*

*3-26*

*163*



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H480

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SNOWY RANGE NEAR TRINIDAD,  
COLORADO

PRIVATE NO. BEFORE TITLE: H-1558

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98059

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

26. Suggestions on  
print for the customer. Please  
see to it that all prints or nega-  
tives are uniform in color and  
in harmony with each other  
to make an attractive set

ESTIMATE		MAR 1 1938	
QUANTITY	UNIT PRICE	TOTAL	DATE
6			MAR 1 1938
1		3-1	3-14-38
1		3-14	3-14-38
1		225	3/25/38
1		213	3/29/38



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H481

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PUEBLO OF SANTO DOMINGO,  
NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-1567

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M.

YES

IMPRINT X TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 99460  
AQ-209

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

26 Subjects on  
order for this change. Please  
see to it that all subjects or nega-  
tives are uniform in colors are  
in harmony with each other  
to make an attractive set

ESTIMATE			
DATE	7/11	1938	1938
LOCATION			
CONTINUING FROM SET UP		MAR 1 1938	MAR 1 1938
REMARKS	9 2	3-1	3-14
REMARKS	82	3-14	3-14 H.T.
REMARKS	32 1/2		3-15
REMARKS	218 9	4-14	4-19

MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

REMARKS	2	EST. Makeover Time Required
REMARKS		
REMARKS		
REMARKS		

7/11

7/11 3-20-38 P.M. 161



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H482

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STREET SCENE, PUEBLO OF  
ACOMA, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-2025

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98106

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this order. Please  
see to it that subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

Examine Gd of Estimate

By

Date

ESTIMATE  
MAR 1 1938

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE
COMPOSITE 1/2 x 3 1/2				MAR 1 1938
TEICH				MAR 1 1938
RETOUCHING	229	1	3-1	3-158
PROOF 1/2 x 3 1/2				
DISCOUNT	83		3-15	3-16 1/2
TOTAL				
RETOUCHING	215	1 1/2		18 1/2
RETOUCHING	36	9	4-11	4-12 W.P.

DATE PAID

DATE PAID

By

DATE PAID

DATE PAID

M

160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H483

ORDER NO. 9437

DATE 2-3-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) YUCCA TREES ON THE MOJAVE  
DESERT, NEAR BARSTOW, CALIFORNIA

PRIVATE NO. BEFORE TITLE: H-2386

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98121

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,773

ATTENTION!

26 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
DATE		DATE	
MAR 8 1938		MAR 8 1938	
COM. CO. R. 100		MAR 1 1938	MAR 1 1938
REPRODUCING	205	3-1	3-14 SP
PRINTING	12	3-12	3-14 RT
REPRODUCING	225	1/2	16 Mid
PRINTING	215	8	3-25
			3-30

DATE

DATE

17  
1/16  
1/16



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H484

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.  
TITLE (IN FULL) SPANISH BAYONET

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 18 R. M. YES  
IMPRINT TRADEMARK

PRIVATE NO. BEFORE TITLE: H-2387

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

USE PHOTO NO. AQ-80

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

26 Subjects on  
order for the customer. Please  
see to it that all subjects or nega-  
tives are uniform in colors are  
in harmony with each other  
to make an attractive set

ESTIMATE

By

Date

MAR 8 1938

EST. NO.

MAR 1 1938

DESCRIPTION

EST. NO.

DATE

DATE

MAR 1 1938

MAR 1 1938

229

2

3-1

3-158

82

3-15

3-16 45

32

1/2

3-17

10

9

3-24

3-30

ST  
Am 161  
160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H485

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) THE SPANISH PEAKS, BETWEEN  
LA JUNTA AND TRINIDAD, COLORADO

PRIVATE NO. BEFORE TITLE: H-3122

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98049.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

26  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12

By OK of

ESTIMATE

By OK of

By

Date

MAR 5 1938

MAR 1 1938

DESCRIPTION	QTY	UNIT PRICE	TOTAL	DATE
COLORED POST CARDS				MAR 1 1938
205	2	3-1	3-11 1/2	
82		3-14 1/2	3-14 1/2	
31	1 1/2	3-15	3-16	
28	9	3-25	3-25	

161  
160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H486

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOHAVE  
MOHAVE DESERT NEAR  
BARSTOW, CALIFORNIA

PRIVATE NO. BEFORE TITLE: H-3149

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 99454

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

26 Subjects on  
order for this order. Please  
see to it that all cards or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		DATE	
MAR 1 1938		MAR 1 1938	
ITEM	QUANTITY	UNIT PRICE	TOTAL
6 M ART COLORTONE POST CARDS	6	2 1/2	3 - 17 1/2
1000 RET. PHOTO	12	3 - 17	3 - 18 1/2
1000 B. L. & W. PROOF	225	1 1/2	18 March
1000 HANDCOL PROOF	202	9	4 - 15
1000 RETURN PHOTO			4 - 16

*Very Fresh*

229 - 1/2  
205 - 2  
M

ST  
R. H. 10 1/2  
169



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H487

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ARIZONA AFTERGLOW (FROM A  
PINKTIME BY F. LUNGREN)  
PAINTING

PRIVATE NO. BEFORE TITLE: H-3151

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98095

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,756,999

ATTENTION!

26 Subjects on  
order for this customer. Please  
see to it that all sets of nega-  
tives and color prints are  
in harmony with each other  
to make an attractive set.

ESTIMATE

ESTIMATE

ESTIMATE

MAR 10 1938

MAR 10 1938

MAR 10 1938

DESCRIPTION	EST. TIME	EST. PRICE	EST. DATE
COMP. AND SET U			MAR 1 1938
PRINTS	11	2	3-1
PRINTS	83	3-15	3-15
PRINTS ON POST	225	1/2	18
	44	9	4/11/38

MAR 11 1938 MAR 11 1938

11

R

16  
16



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H488

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) <sup>Bot</sup> ~~TOP~~ "AFTERNOON", VIEW FROM  
THE WATCHTOWER, DESERT VIEW,  
~~TOP~~ <sup>Bot</sup> GRAND CANYON NATIONAL PARK, ARIZONA -  
FROM PAINTING BY GUNNAR WIDFORSS

PRIVATE NO. BEFORE TOP TITLE: H-4242

<sup>Bot</sup>

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. YES

IMPRINT

COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 4A348

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

26 Subjects on  
order for the customer. Please  
see to it that all of the rela-  
tives are uniformly dressed and  
in harmony with each other  
to make an attractive set.

ESTIMATE			
MAR 1 1938			
DESCRIPTION	TIME	DATE	COMPLETED
CLIPPING		MAR 1 1938	MAR 1 1938
CLIPPING	17	3-1	3-11 SL
CLIPPING	17	3-12	3-14 H.
CLIPPING	225	134	17 March
CLIPPING	204	15	3-26
CLIPPING			3-30

DATE PAID

ST  
AM. 161  
160



FRED HARVEY  
KANSAS CITY, MO.

NO. 8A-H489

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.  
TITLE (IN FULL) **BUFFALO CALF, A JICARILLA  
APACHE**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **18** R. M. **YES**  
IMPRINT **COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)**

PRIVATE NO. ~~XXX~~ BEFORE TITLE: **H-2244**

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

~~XXX~~ USE PHOTO NO. 99578

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ATTENTION!**

26 Subjects on  
order for this card. Please  
see to it that all or nega-  
tives are uniform in color & are  
in harmony with each other  
to make an attractive set.

ESTIMATE		MAR 8 1938		MAR 1 1938	
DESCRIPTION	EST. TIME	DATE	DATE	DATE	DATE
CHANGING TYPE SET UP			MAR 1 1938	MAR 1 1938	
REWORKING	4 3	3-1		3-15	
REWORKING	82	3-15		3-15	
REWORKING	31 17	3-17		3-17	
REWORKING	29 9 1/4	4-11-38		4-12-38	F.W.



DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOPI BASKET DANCE, ARIZONA

PRIVATE NO. BEFORE TITLE: H-2271

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 18

R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

USE PHOTO NO. A990

PHOTO PROPERTY OF

CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (TM) PAT. NO. 1,297,775

## ATTENTION!

26 Subjects on order for the customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

13

DATE MAR 8 1938

TO W. H. C. PAQUING

DATE MAR 6 1938

COMMODITY	EST. TIME	EST. TIME	EST. TIME
COFFEE			MAR 1 1938
COFFEE			MAR 1 1938
COFFEE	1	2	3-1
COFFEE			3-15 8
COFFEE	82		3-5
COFFEE			3-16 47
COFFEE	31	1 1/2	
COFFEE	21	9	
COFFEE			4. 12. 38

DATE MAR 8 1938

TO W. H. C. PAQUING

DATE MAR 6 1938

DATE MAR 8 1938

TO W. H. C. PAQUING

DATE MAR 6 1938

ST.  
A. m. 161  
160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H491

ORDER NO. 9437

DATE 2-2-1938

2 5M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) <sup>NAVAHO</sup>  
YAZ-YAH, A NAVAJO GIRL,  
<sup>NEW MEXICO</sup>

PRIVATE NO. BEFORE TITLE: H-2275

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT COPYRIGHT BY FRED HARVEY  
(AND TRADEMARK)

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98099

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,756,773

ATTENTION!

26 - Subjects on  
order for this campaign. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R  
Keep over print  
for H.

ESTIMATE			
MAR 1938		MAR 1938	
QUANTITY	UNIT PRICE	DATE	DATE
QUANTITY ORDERED		MAR 1 1938	MAR 1 1938
RECEIVED	205	2	3-15 SK
RECEIVED	82	3-15	3-17 4T
RECEIVED	725	12	18 Herold
RECEIVED	30	9	4-11-38

169



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H492

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LO-LEE-TA, PUEBLO GIRL OF  
LAGUNA, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-2277

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98120

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

26  
order for the color. Please  
see to it that all  
tives are uniform and colors are  
in harmony with the other  
to make an attractive set.

ESTIMATE				
MAR 1 1938				
DESCRIPTION	EST. NO.	TIME ALLOWED	DATE	DATE
COMM. PHOTO SET UP			MAR 1 1938	MAR 1 1938
RETOUCH	4	1 1/2	3 - 1	3 - 12
RETOUCH	82		3 - 1	3 - 12
RETOUCH	32	1 1/2		3 - 12
RETOUCH	203	9	4 - 12	4 - 14

160



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H493

ORDER NO. 9437

DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CARRYING WATER TO TEWA,  
ARIZONA

PRIVATE NO. BEFORE TITLE: H-2286

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98107

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

ATTENTION!

26

Subjects on  
order for this company. Please  
see to it that all the nega-  
tives are uniform. Colors are  
in harmony with each other  
to make an attractive set

ESTIMATE			
MAR 1 1938		MAR 1 1938	
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
COMING TO SET UP		MAR 1 1938	MAR 1 1938
REWORKING	15 2	3-1	3-14 86
REWORKING	87	Mar 14 38	3-5 46
REWORKING	225 1 1/2	17 Mar 1	
REWORKING	213 9	4 13-30	15 38



FRED HARVEY,  
KANSAS CITY, MO.

NO. 8A-H494

ORDER NO. 9437

DATE 2-2-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER/LOWER/CENTER - BORDER.

TITLE (IN FULL) BAKING BREAD, PUEBLO

OF TESUQUE, NEW MEXICO

PRIVATE NO. BEFORE TITLE: H-2414

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18

R. M.

YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 98118

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
MAR 3 1938		MAR 3 1938	
DESCRIPTION	QTY.	UNIT PRICE	TOTAL
CONTRACT TEL. & INT. CH.			
REPRODUCTION	229	1	3-1
PROOF & PRINT			
REPRODUCTION	83		3-14
REPRODUCTION			3-15
REPRODUCTION	225	1/2	17 Hardy
REPRODUCTION	43	9	3/23
REPRODUCTION			3/25

ST.  
A.M. 161  
160



DATE 2-25-1938

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NAVAHO WEAVER, FAMILY AND  
HOGAN, GRAND CANYON NATIONAL PARK,  
ARIZONA

PRIVATE NO. BEFORE TITLE: H-3156

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 18 R. M. YES

IMPRINT TRADEMARK

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

USE PHOTO NO. AQ168

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,773

ATTENTION:

order for this class. Please see to it that all positives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		MAR 8 1938	
DATE	TIME	EST.	ACTUAL
WORK	10:00	MAR 1 1938	MAR 1 1938
WORK	11:00	Mar 10	Mar 15 SL
WORK	12:00	3 - 15	3 - 16
WORK	13:00	225 1 1/2	18 Mar 1
WORK	14:00	25 9	4 - 12

R. h. 10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

30  
3  
RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H497 ORDER NO. 9986 DATE 2-25-1938

CUSTOMER RITZ-CARLTON HOTEL  
ATLANTIC CITY, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

100 M POST CARDS

SIZE

3 1/2 x 5 1/2

PHOTO  
STYLE ~~ART~~ COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MERRY-CO-ROUND BAR - RITZ-CARLTON  
HOTEL - ATLANTIC CITY, NEW JERSEY

FRONT NO. 5

R. M.

Yes <sup>same as 6A41810</sup> No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — ~~Layout~~ — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — ~~Handcolor~~ — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 7  
HC 2  
Lat 12 1/2

*[Handwritten signature/initials]*

*[Handwritten mark]*  
167



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.

DIAL No. 8A-H498 ORDER NO. 9988  
CUSTOMER QUEEN QUALITY SHOE CO.  
ST. LOUIS, MO.

DATE 2-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full IN THE SEASON'S SMARTEST STYLES  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

No on front

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Change type to made over  
Synchronistic Lasts  
Pretested for fit

COLOR DESCRIPTION

Synchronistic Lasts

make PK Blue impression

2-500-1-2-38

5x7

LQ 2 1/2  
Ret 8 1/2  
HC 1 3/4  
Lat 10

Pretested  
PK

26

10  
7



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H499 ORDER NO. 9980

DATE 2-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HASKELL PRINTING CO.  
CHICAGO, ILLINOIS

25 MPOST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE BARDSTOWN DISTILLERY, INC. —

BOURBON SPRINGS, NELSON COUNTY, KENTUCKY

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

all original. Painting

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 8A-H500 ORDER NO. 9983 DATE 4-6-1938

CUSTOMER THE CONCRETE FIXTURES COMPANY  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SEE OTHER SIDE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Plate no on front

RETOUCHING DEPARTMENT  
(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ~~XXXXXX~~ ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 5  
Hc 17-  
Lat 8

12



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 8A-H501 ORDER NO. 9985 DATE 2-25-1938

CUSTOMER THE ALLIS PRESS  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BOYD & THAYER, INC. "THE BLIND MEN"  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

C. T. ART COLORTONE "REG. U.S. PAT. OFF."  
THE ALLIS PRESS, KANSAS CITY, MO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER SAYS THAT THE THREE CLOTH TAPES IN THE VENETIAN BLIND ARE NOT IN THE RIGHT POSITION FOR PERSPECTIVE SHOWN - IN OTHER WORDS THERE SHOULD APPEAR TO BE MORE VENETIAN BLIND SHOWING BETWEEN RIGHT DRAPE AND CLOTH TAPE TO THE LEFT? AND A LITTLE LESS SPACE BETWEEN EACH OF THE SUCCEEDING SPACES TO THE LEFT. WE BELIEVE YOU WILL UNDERSTAND WHAT CUSTOMER IS AFTER ON THIS POINT BUT IT IS OUR OPINION YOU SHOULD NOT CARRY OUT THE IDEA IN TOO PRONOUNCED A MANNER. THE LETTERING IN THE BLACK PORTION OF CARD SHOULD BE A LITTLE MORE PROMINENT - OF A SLIGHTLY BOLDER FACE SO IT WILL BE A BIT MORE READABLE.

make DK Blue impression  
Red —

PHOTO RETURNED

TO

PHOTO USED FOR



①

LYNN H. BOYER, PHILADELPHIA, PA. AND WILDWOOD, N. J.

NO. 8A-H502

ORDER NO. 9473

DATE 2-28-1938

12 <sup>1</sup> / <sub>2</sub> " M POST CARDS	ART COLORTONE	WHITE BORDER
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: <u>LEFT</u> UPPER, LOWER, CENTER - BORDER.	FRONT NO. <u>1</u>	R. M. <u>NO</u>
TITLE (IN FULL) <u>SAINT JOSEPH'S CHAPEL AND COLLEGE, PRINCETON, N. J.</u>	IMPRINT <u>SAME AS ABOVE</u>	
COLOR DESCRIPTION		PHOTO PROPERTY OF <u>C. T. &amp; CO.</u>
DARK GRAY AND GRAY MIXED STONE. DARK SLATE ROOF WINE COLOR WINDOWS ON RIGHT EIGHT STONE SILLS. & CORNICE. DARK GRAY STEPS. REMOVE BLOSSOMS AND MAKE SMOOTH GREEN LAWN DARK GREEN SHRUBERY		
SUBMIT: RET. PHOTO      B. L. & W. PROOF <u>HANDCOL PROOF YES</u> RETURN PHOTO.		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,773

DESCRIPTION	EST. 1938	EST. 1938	EST. 1938	EST. 1938
CONTRACT & TRAVEL			MAR 2 1938	MAR 2 1938
REPAIRING	12	3	3-2	3-7 SC
REPAIRING	83		3-7	3-8 1/2
REPAIRING		1 1/2		
REPAIRING	217	8	3-30	4-1

12

15  
163



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-H503

ORDER NO. 9452

DATE 2-28-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.		FRONT NO. 6	R. M. YES
TITLE (IN FULL) SAN FRANCISCO'S SKYSCRAPERS		IMPRINT SAME AS ABOVE	
OVERLOOKING BAY TOWARDS OAKLAND, BERKELEY, ALAMEDA SHORE AND SAN FRANCISCO-OAKLAND BAY BRIDGE (USE GOTHIC TYPE)		PUT AT BOTTOM OF MESSAGE SPACE: PICTORIAL WONDERLAND	
PRIVATE NO. AT EXTREME RIGHT IN UPPER BORDER: 16		PRIVATE NO. AT BOTTOM OF DIVIDING LINE: 16	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER	
SEE TISSUE ATTACHED.			

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order to the printer. Please  
set to it that all colors or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE		C.O.	
MAR 2 1938		MAR 2 1938	
MAR 2 1938		MAR 2 1938	
3	12	3-2	3-10
2		3-17	3-18
22	2 1/2		21 March
212	16	April 27	May 4

ST  
R.m. 159  
163



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-M504

ORDER NO. 9452

DATE 2-28-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.	FRONT NO. 6 R. M. YES
TITLE (IN FULL) SAN FRANCISCO-OAKLAND BAY BRIDGE, SAN FRANCISCO THE PACIFIC AND GOLDEN GATE BRIDGEXXXXXXXXXX	IMPRINT SAME AS ABOVE
LOWER RIGHT: ENTRANCE TO SAN FRANCISCO BAY, CALIF. (USE GOTHIC TYPE)	PUT AT BOTTOM OF MESSAGE SPACE: PICTORIAL WONDERLAND
PRIVATE NO. AT EXTREME RIGHT IN UPPER BORDER: 36	PRIVATE NO. AT BOTTOM OF DIVIDING LINE: 36
COLOR DESCRIPTION SEE TISSUE ATTACHED.	PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,287,774

ATTENTION!

8  
Subjects on  
order for the customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		6.0	
MAR 7 1938		MAR 2 1938	
DATE	ITEM	DATE	ITEM
MAR 2 1938	MAR 2 1938	MAR 2 1938	MAR 2 1938
10	3-2	3-16	4
12	3-6	3-16	4
25	2 1/2	21	16 1/2
66	16	12/13/38	12/20/38

13  
159  
163



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-H505

ORDER NO. 9452

DATE 2-28-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) NIGHT VIEW, SAN FRANCISCO BAY  
METROPOLITAN AREA, SHOWING WORLD'S FAIR  
SAN FRANCISCO IN FOREGROUND, OAKLAND,  
BERKLEY, ALAMEDA AND EAST BAY CITIES IN  
DISTANCE (USE GOTHIC TYPE)  
PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER: 33

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 6 R. M. YES  
IMPRINT SAME AS ABOVE  
PUT AT BOTTOM OF MESSAGE SPACE:  
PICTORIAL WONDERLAND  
PRIVATE NO. AT BOTTOM OF DIVIDING LINE:  
33  
PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,773

ATTENTION!

Order for Colortone Post Cards. Please  
see to it that all cards are  
divided on four sides and are  
in harmony with each other  
to make an attractive set.

MAKEOVER

Color in L.V. Ret.

Minimum Time Required

Minimum Color Days

Minimum Color Days

COMPANY

ART DEPT. HC 11/2

MAKEOVER

Color in L.V. Ret. Art. Dept.

Minimum Time Required

Minimum Color Days

Minimum Color Days

COMPANY

ART DEPT. HC 11/2



NO. 8A-H506

ORDER NO. 9461

DATE 2-28-1938

## ATTENTION!

order for this customer. Please see to it that all the colors are uniform and colors are in harmony with each other to make an attractive set.

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: <sup>(LEFT)</sup>UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WINCHESTER MYSTERY HOUSE,  
NEAR SAN JOSE, CALIF.

SMALL TYPE: PHOTO COURTESY SAN JOSE  
CHAMBER OF COMMERCE

PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER: 458

USE GOTHIC TYPE

### COLOR DESCRIPTION

SEE TISSUE ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 6 R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
PICTORIAL WONDERLAND

PRIVATE NO. AT BOTTOM OF DIVIDING  
LINE: 458

PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. **YES**

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,799,773

ESTIMATE

60

MAA 2 1938

1938

MAR 2 1938

MAR 2 1938

11 5

1-2

3. - 2 SL

82

3 - 7

3 - 8 Hrs

22. 14.

203

4-15

4-29

L. 100

14

51.



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. 8A-H507

ORDER NO. 9461

DATE 2-28-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE OST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BLOSSOM TIME IN CALIFORNIA

(USE GOTHIC TYPE)

PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER: 410

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6

R. M.

YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
PICTORIAL WONDERLAND

PRIVATE NO. AT BOTTOM OF DIVIDING  
LINE: 410

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

3/5/414

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

8 Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and color are  
in harmony with each other  
to make an attractive set

ESTIMATE		Curt Teich & Co. Inc.	
Date MAR 2 1938		MAR 2 1938	
OPERATION	EST. TIME	ACT. TIME	REMARKS
CURTAINING		MAR 2 1938	MAR 2 1938
PAINTING	4 3	3-2	3-756
PAINTING	82	3-7	3-745
PAINTING	12 1/4		
PAINTING	30 9	3-31-38	4-1-38

ST  
Phot 4/1/38  
R.M. 159  
163



MINSKY BROS. & CO. PUBLISHING  
DIVISION, PITTSBURGH, PA,

NO. 8A-H508  
ORDER NO. 9460  
DATE 2-28-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER  
(REVERSE TYPE)

*single photo at bottom*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

R.M.: X1 AR-990 SCENE ON ALLEGHENY  
RIVER FROM WARREN TO OIL CITY, FRANKLIN  
AND PITTSBURGH, PA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SHOW RIVER ALONG REAR CENTER. REMOVE WHITE SPOTS ON PHOTO IN REAR CENTER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all negatives or  
prints are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE

C.O.

QUANTITY	UNIT PRICE	TOTAL	DATE
1	1/4	MAR 2 1938	MAR 2 1938
2	2	3-2	3-5-38
12	3-1	3-9-38	
1/2			
30	9	3-23-38	3-25-38

DATE PAID

112



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-H509

ORDER NO. 9460

2-28-1938

DATE

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

(REVERSE TYPE)

*in plate as in*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

R.M.: AR-991 SCENE ON ALLEGHENY  
RIVER FROM WARREN TO OIL CITY, FRANKLIN  
AND PITTSBURGH, PA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE MOONLIGHT SCENE. PUT MOON AND CLOUDS IN REAR SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,774

ESTIMATE		DATE	
MAR 1 1938		MAR 1 1938	
DESCRIPTION	QUANTITY	DATE	DATE
COLORING		MAR 1 1938	MAR 1 1938
PRINTING			
ENCLOSING	206 3	3-4	3-10 &
PROOFING			
REVISIONS	83	3-10	3-11 &
REVISIONS	5 1/2		12
REVISIONS	41 9	3-23-38	3-25-38

DATE OF ORDER \_\_\_\_\_  
DATE OF DELIVERY \_\_\_\_\_  
DATE OF PAYMENT \_\_\_\_\_  
DATE OF CANCELLATION \_\_\_\_\_

6

M

106



MINSKY BROS. & CO. PUBLISHING  
DIVISION, PITTSBURGH, PA.

NO. 8A-H510

ORDER NO. 9460

DATE 2-28-1938

12½M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

*in plate at bottom*  
(REVERSE TYPE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

R.M.: AR-993 SCENE ON ALLEGHENY  
RIVER FROM WARREN TO OIL CITY,  
FRANKLIN AND PITTSBURGH, PA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BRIDGE IN REAR CENTER GRAY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,779

ATTENTION!

4 Subject on  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

MAR 2 1938

DESCRIPTION	EST. TIME	DATE	COMPLETED
COMPOSED PHOTO		MAR 2 1938	MAR 2 1938
RETOUCHING	205	3-2	3-10 SL
PHOTOGRAPH			
BLANKET	68	3-10	3-11 1/2
GRAPHING			
RETOUCHING	225	1-	12
RETOUCHING	28	9	3-23

163



DATE 2-28-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE ~~XXXXXXXXXXXXXX~~ DATE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

(REVERSE TYPE)

in plate at bottom

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 2

R. M. **YES**

IMPRINT SAME AS ABOVE

R.M.:

AR-992 SCENE ON ALLEGHENY RIVER  
FROM WARREN TO OIL CITY, FRANKLIN  
AND PITTSBURGH, PA.

PHOTO PROPERTY OF CT

### COLOR DESCRIPTION

DARK ROAD, WHITE FENCE. REAR BRIDGE DARK.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

## ATTENTION!

order for the customer. Please see to it that all colors are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		COST	
DATE	TIME	DATE	TIME
MAR 2 1938		MAR 2 1938	
4	$\frac{1}{4}$	3 - 2	3 - 7 SC
	$2\frac{1}{2}$	3 - 8	
207	$\frac{1}{2}$	3 - 10	3 - 10
24	9		3 - 28 38



DALLAS POST CARD CO., DALLAS, TEXAS

NO. 8A-H512

ORDER NO. 10020

DATE 2-28-1938

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
GARRET PARK, DALLAS, TEXAS

TITLE (IN FULL)

PRIVATE NO. UPPER LEFT CORNER: D-37

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Curt Teich, Chicago	
MAR 2 1938		C.O.	
COMMISSION		MAR 1 1938	MAR 2 1938
REVENUE	9 3	3-4	3-8 1/2
PRINTS			
REVENUE	83	3-8	3-9 1/2
REVENUE			
REVENUE			
REVENUE	204	3-22	3-25

ST.  
163



17.  
166



DALLAS POST CARD CO., DALLAS, TEXAS

NO. 8A-HB14

ORDER NO. 10022

DATE 2-28-1938

25 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM TEXAS  
THE LONE STAR STATE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: -

TEX-112

© C.T. & Co.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS AND CARDS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

MAR 22 1938

MAR 23 1938

MAR 23 1938

7

9

3

10

11

12

83

20

12

4-6

4-7

IT  
mell  
reg



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H516 ORDER NO. 10028 DATE 2-28-1938

CUSTOMER THE ALLIS PRESS  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

SKELLY BUILDING, COUNTRY CLUB PLAZA, KANSAS  
CITY, MO.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

C. T. ART COLOR TONE " REG. U. S. PAT. OFF.  
THE ALLIS PRESS, KANSAS CITY, MO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

TAKE OUT AUTOMOBILES. TAKE OUT STREET LIGHT.

TAKE OUT HIGHWAY SIGN. TAKE OUT "STOP" SIGN.

PUT LEAVES ON THE TREES ABOUT THE WAY THE TREES  
WERE HANDLED IN THE NEWBERN HOTEL JOB? 6AH555,

ATTACHED.

IN OTHER WORDS THE TREES ARE FILLED OUT NICELY WITHOUT DESTROYING THE DETAILS OF THE BUILDING.

COLOR DESCRIPTION

See inst attached

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H517 ORDER NO. 9479 DATE 329-1938

CUSTOMER RED STAR INN  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC GROUP 2 SIZE 3½ x 5½

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE RED STAR INN  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

No. ON FRONT.

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

State let Dec 10, 1939

make red impression

very Rough

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 31 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 84-H518 ORDER NO. 9480 DATE 2-28-1938

CUSTOMER WML BOOTH MEMORIAL HOSPITAL  
EAST 2ND STREET  
COVINGTON, KENTUCKY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE ~~WHITE BORDER~~ FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WML BOOTH MEMORIAL HOSPITAL, COVINGTON,  
KY.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 5  
103  
174

Bp

# 46



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-11519 ORDER NO. 9481 DATE 2-28-1938

CUSTOMER MR. S. P. GARDNER  
THE GARDNER HOTELS  
MYRTLE BEACH, SOUTH CAROLINA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE GARDNER HOTELS AND FISHING PIER  
MYRTLE BEACH, SO. CAROLINA ETC. AS PER SKETCH

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

RETURN PHOTO YES NO

PHOTO USED FOR

PHOTO RETURNED

TO

Lo. ✓  
Ret. 10  
Hc 1 1/2  
Ra. 10

As quoted  
Pm



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. 8A-H520

ORDER NO. 10045

DATE 2-28-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. II

R. M. NO

TITLE (IN FULL) VIEW FROM RAINBOW PIER, LONG BEACH, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: L-92

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

MAR 4 1938

DESCRIPTION	EST. TIME	DATE	COMPLETED
12 M500 POST CARDS		MAR 4 1938	MAR 4 1938
ART COLORTONE	12	7	3-4
WHITE BORDER	82	3-11	3-12 45
REPRODUCTION	31	1 1/2	3-15
PRINTING	22	9	4-15

12  
7

1104



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. 8A-H521

ORDER NO. 10045

DATE 2-28-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTELS AND APARTMENTS ON  
OCEAN AVENUE, LONG BEACH, CALIFORNIA

PRIVATE NO. BEFORE TITLE: L-93

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE			
DATE: MAR 4 1938		DATE: MAR 4 1938	
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
COM. REPR. FOR SET UP			
REPR. PRINT	12	7	3-4
PHOTO. LITHO	83		3-21 1/2
REPR. LITHO	225	1 1/2	22 1/2
REPR. LITHO	26	9	4-16 3/4

DATE ESTIMATED

DATE MADE

12 - 3 hrs

4 - 4

57-  
1106



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

NO. 8A-H522

ORDER NO. 10045

DATE 2-28-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. II

R. M. NO

TITLE (IN FULL) EAST OCEAN AVENUE AND BEACH,  
LONG BEACH, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: L-94

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this company. Please see to it that all subjects or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		EST. TIME		DATE	
OPERATION		EST. TIME		DATE	
COM. ON G. 10000000				MAR 8 1938	
REMO. 10000000		11 6 1/2		3-8	
PHOTO. 10000000		82		3-16	
REMO. 10000000		31 1/2		3-18	
REMO. 10000000		43 9		4-7	

DATE RECEIVED: \_\_\_\_\_ DATE PAID: \_\_\_\_\_

11

new info 2

171



NO. 523  
8A-H333

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 10044

DATE 2-28-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOLLYWOOD BOWL, HOLLYWOOD,  
CALIFORNIA

PRIVATE NO. BEFORE TITLE: 890

SMALL TYPE LOWER LEFT MARGIN: PHOTO BY  
BROOKWELL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,272

ATTENTION!

Subjects on order for this customer. Please see to it that all color or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive, Dept. of Estimate

ESTIMATE

Cost Dept. Chicago

By J. H. J. H.

WORLD WIDE SCHEDULE

OPERATION	EST. TIME		DATE	DATE
	Ch. No.	Time Allowed		COMPLETED
COMPOSING TYPE BY J. H.			MAR 8 1938	MAR 8 1938
WORLD				
INTRODUCTION	24	6	3-8	3-21
PRODUCTION				
BLANK	82		3-21	3-22
WORLD				
WORLD	725	1/2		23 Harder
WORLD	22	11	4-	4-26

DATE FOR

42  
M 24 206

17



STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

NO. 8A-H524

ORDER NO. 10047

DATE 2-28-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE GOLDEN GATE BRIDGE  
SPANNING THE ENTRANCE TO SAN FRANCISCO  
BAY -- SAN FRANCISCO TO MARIN SHORE, CALIF.

PRIVATE NO.  
AT EXTREME RIGHT IN UPPER BORDER 44-87

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 6 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. AT BOTTOM OF DIVIDING  
LINE ----87

PUT AT BOTTOM OF MESSAGE SPACE ---  
PICTORIAL WONDERLAND

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE GOTHIC TYPE

SEE TISSUE ATTACHED TO PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,751,773

ATTENTION!

Subjects on  
order for this order. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ESTIMATE			
MAR 3 1938		Case Dept. Checked	
OPERATION	EST. TIME	DATE	COMPLETED
CHANGING THIS SET UP		MAR 9 1938	MAR 9 1938
REWORKING	5 1/2		
REWORKING	82	3-16	3-17
MAKING ON THE PHOTO	22 1/2		17
APPROX. COST	27 9		4-6

DATE ESTIMATED

DATE PAID

DATE RECEIVED

By

DATE WHEN PAID TO CUSTOMER

ST  
A.M. 1/62  
171



STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

NO. 8A-H525

ORDER No. 10049

DATE 2-28-1938

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ROSICRUCIAN (AMORC) ORIENTAL  
MUSEUM, ROSICRUCIAN PARK, SAN JOSE, CALIF.

Small type © STANLEY A. PILTZ

PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER --- 460

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 6 R. M. (YES)

IMPRINT SAME AS ABOVE

PRIVATE NO. AT BOTTOM OF DIVIDING LINE  
460

PUT AT BOTTOM OF MESSAGE SPACE --  
PICTORIAL WONDERLAND

PHOTO PROPERTY OF customer

COLOR DESCRIPTION

USE GOTHIC TYPE

SEE TISSUE ATTACHED TO PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Date Cleared	
MAR 7 1938		6.0	
EST. TIME		DATE	
DATE	TIME ALLOWED	DATE	TIME ALLOWED
MAR 7 1938		MAR 7 1938	
REPRODUCTION	129 4	3-7	3-14 88
REPRODUCTION	82	3-14	3-14 88
REPRODUCTION	225 1/2	16	16 88
REPRODUCTION	424 9	4/4/38	4/6/38

55  
A.M. 163  
167



NO. 8A-H526

ORDER NO. 10049

DATE 2-28-1938

12½ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>(LEFT)</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M. YES

TITLE (IN FULL) FOUNTAIN AND GARDEN,  
ROSICRUCIAN PARK, SAN JOSE, CALIF.

IMPRINT SAME AS ABOVE

PRIVATE NO. AT BOTTOM OF DIVIDING LINE  
459

Small type © STANLEY A. PILTZ

PRIVATE NO. AT EXTREME RIGHT IN UPPER  
BORDER ---- 459

PUT AT BOTTOM OF MESSAGE SPACE ---  
PICTORIAL WONDERLAND

PHOTO PROPERTY OF **customer**

### COLOR DESCRIPTION

USE GOTHIC TYPE

SEE TISSUE ATTACHED TO PHOTO

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

## ATTENTION!

✓ 5. Subjects on order for this customer. Please see to it that all signs or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

CNC Dye, Limited

6.0

THE UNIVERSITY OF CHICAGO

1928

CONTAINER	EST. TIME	DATE	TIME
CONTAINER 1	211	MAR 7 1938	11:14
CONTAINER 2	82	3 - 12	3 - 12
CONTAINER 3	217	4 - 8	4 - 12

\_\_\_\_\_

Linn. f. sed.

Bj

[illegible]

A. 6. 163  
167



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 8A-H527 ✓ ORDER NO. 0063

DATE 3-2-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER GRAEF & SCHMIDT, INC.  
NEW YORK, NEW YORK

25 <sup>M</sup>POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WORKMAN TESTING SCISSORS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*Very Rush*

*make D.K. Colors impression*

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret. 9*  
*2C*  
*L. at 12*

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

2,500—1-2-38

7  
10



**ADV. ORDER**

DEPT,  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED \_\_\_\_\_

Photos for  
this Customer

CUSTOMER      MRS. E. A. BELLIS  
                    MT. GAYLER  
                    P20. WINSLOW, ARK.

12 $\frac{1}{2}$  M BUSINESS CARD SIZE 3 $\frac{1}{2}$  x 2 $\frac{1}{4}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full TOP - MT. GAYLER, - HIGHEST POINT ON U.S.  
# 71

BOT - MR. & MRS. E. A. BELLIS, OWNERS AND  
OPERATORS. - ESTABLISHED 1931

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.	120
Dry — Wet — Pancromatic — Color Separation.	133
Transfer — Paper Process — New Process.	150
Stripping — White Border — Full Face.	175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue	

THEY DESIRE THAT ALL SIGNS BE MADE ON CARD SO  
THAT THEY CAN BE READ EASILY THESE SIGNS READ:  
BY USING A MAGNIFYING GLASS YOU CAN MAKE THESE  
OUT VERY PLAIN.

SEE ATTACHED PAGE FOR INSTRUCTIONS

### COLOR DESCRIPTION

RETURN PHOTO . YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

PHOTO RETURNED

To

PHOTO USED FOR

2.500—1.2.3B

MAR 4 1938

8.1  
166



NO. 8A-H529

C. W. HUGHES & CO., INC. MECHANICVILLE, N. Y.

ORDER NO. 10526

DATE March 3, 1938

12<sup>1</sup>/<sub>2</sub> M POST CARDS

C.T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) PINE POINT, EAST CAROGA LAKE,  
N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3" FROM RIGHT EDGE IN UPPER  
BORDER ---- 10

PHOTO PROPERTY OF

C. T. & CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ESTIMATE		DATE	
AND NO. SCHEDULE		MAR 7 1938	
OPERATION	EST. TIME Clock No.   Time & Date	DATE COMPLETED	DATE COMPLETED
COPIES MADE BY UP		MAR 7 1938	MAR 7 1938
PRINTING	13 2 3-7		3-14-38
REPRODUCTION	12 3-12		3-14-38
REPRODUCTION	31- 1 1/2		
ART. COST.	16 7 3-25		2-28

DATE ORDERED

DATE PAID

By

By

*294*

M 13

168



C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

NO. 8A-H530

ORDER NO. 10526

DATE March 3, 1938

12<sup>1</sup>/<sub>2</sub> POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) PINE POINT BOATHOUSE, EAST  
CAROGA LAKE, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3" FROM RIGHT EDGE IN UPPER  
BORDER ---- 12

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE		MAR 7 1938		MAR 7 1938	
DATE	EST. TIME	EST. TIME	EST. TIME	EST. TIME	EST. TIME
Check No.	Time Allowed	Rate	Rate	Rate	Rate
13	1	3-7	3-14	5	
12		3-12	3-14	4	
32	1 1/2		3-15		
39	7	3-24	3-24		



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES,  
CALIF.

NO. 8A-H531

ORDER NO. 10528

DATE Mar. 3, 1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

11

R. M.

YES

TITLE (IN FULL) DANTE'S VIEW, DEATH VALLEY,  
CALIFORNIA

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE ---- 695

PHOTO PROPERTY OF

c. t. & co.

COLOR DESCRIPTION

COLOR SIMILAR TO THAT OF 2 1A-H23 ATTACHED

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

ESTIMATE		Cost Dept. Checked	
MAR 7 1938		MAR 7 1938	
DATE	QUANTITY	DATE	QUANTITY
MAR 7 1938	MAR 7 1938	MAR 7 1938	MAR 7 1938
9	2	3 - 7	3 - 11
82		3 - 11	3 - 12
32	13/4	3 - 15	
24	11 1/2	4 - 18	38

10/4

165



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 8A-H532 ORDER NO. 10091  
CUSTOMER THE JULIAN & KOKENGE CO.  
COLUMBUS, OHIO

DATE March 3, 1938 DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SPRING-SUMMER  
BY FOOT SAVER (ETC AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

*Rush*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
1 1/2  
8 1/2  
20 1 1/2  
10

#24

*R*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H533 ✓ ORDER NO. 10087 DATE March. 3, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THE PENNHURST  
MR. RUSSELL H. BENNETT, OWNER  
ATLANTIC CITY, NEW JERSEY

Photos for  
this Customer

25 M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~THE PENNHURST, ATLANTIC CITY, N. J.~~

TOP PENNHURST HOTEL — THE FAMILY HOTEL

207 OCEAN END OF MICHIGAN AVE ATLANTIC CITY, N.J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

MAKEOVER

Charge to CUSTOMER

EST. Makeover Time Required

APR 21 1938



CURT TEICH & COMPANY, Inc. 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 8A-H534 ORDER NO. 10088 DATE March. 3, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER FORT JACKSON HOTEL  
J. E. CLIFFORD OWNER  
WAYNESBURG, PENNSYLVANIA

Photos for  
this Customer

12 1/2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full FORT JACKSON HOTEL, WAYNESBURG, PA.  
(ETC. AS PER SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

In making these pictures, kindly have  
artist note the following, comparing with the  
old cards enclosed.:

Outside view: No signs on building or marqui.  
No automobiles or pedestrains  
Lobby view: The Same as.  
New Card : Spell COFFEE SHOP like this.

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED

make red impression

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H535 ORDER NO. 10089 DATE Mar. 3, 1938

CUSTOMER BLACKWELL WIELANDY COMPANY  
LOCUST - ST. CHARLES & 16TH  
ST. LOUIS, MISSOURI

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NEW WOMEN'S BUILDING FOR THE MASONIC  
HOME OF MISSOURI

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Red brick, limestone facing

very rough

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 4 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 8A-H536 ORDER NO. 10105 DATE 3-4-1938

CUSTOMER THE BRUNHOFF MFG. CO.  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

6 MPOST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MODERN DISPLAYS BY BRUNHOFF  
(ETC. AS PER COPY)

FRONT NO. SPECIAL (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprints No Imprint

*Put plate no on front*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

#### COLOR DESCRIPTION

SEE SKETCH ATTACHED. "SKETCH ....IS O.K. BUT FOR ONE EXCEPTION. ITEM E, THE  
MOULDED GLASS CHANGE TRAY. THEY DON'T THINK YOU HAVE GOT A VERY GOOD  
REPRODUCTION OF THE TRAY. WILL YOU HAVE THE ARTIST SEE IF HE CAN GET  
A BETTER JOB ON THIS? OTHERWISE IT IS O.K."

*make D.K. Blue impressive*  
*— " — Red impressive*

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H537 ✓ ORDER NO. 10107 DATE 3-4-1938

CUSTOMER G. & G. GENERAL STORE  
FT. LAUDERDALE, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full G. & G. GENERAL STORE, FT. LAUDERDALE,  
FLORIDA

FRONT NO. 5

R. M. Yes ☒ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

~~Blue Print~~ ~~Handcolor~~ Black & White Proof. Titles—Red, Blue

used  
screen  
120  
133  
150  
175

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

MAR 7 1938



NO. 8A-H538

ORDER NO. 10549

DATE 3-4-1938

25	MPOST CARDS	ART COLORTONE
----	-------------	---------------

~~FULL PAGE~~ WHITE  
BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**

TITLE (IN FULL) GREETINGS FROM CALIFORNIA

IMPRINT ~~NONE~~

Private no upper right 523

straight line down  
center of card

(c) C.T. & CO.

PHOTO PROPERTY OF C. T. & CO.

COLC

Corn on stalk

Sketch looks much better, but artist still left the poppy buds green. They are as a matter of fact green at the very first, but in that stage, the bud is cone shaped, and the cone comes off like a hat, which displays the furlled petals of the poppy, which/are as golden yellow as the full bloom. (See sample attached.

SUB

Note correction on tissue as to blue and gold on the tip of the "C" which the artist overlooked.

Also isn't the "O" a little out of shape?

5-10  
2-9

Heat  
new

715  
3-1-57



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H539 ORDER NO. 10129 DATE 3-5-1938

CUSTOMER ARTHUR A. EVERTS CO.  
DALLAS, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full \$75,000 PAN-AMERICAN LOCK  
INTERIOR, ARTHUR A. EVERTS CO.  
EXTERIOR, ARTHUR A. EVERTS CO.  
\$50,000 CENTENNIAL KEY MADE BY ARTHUR A. EVERTS  
CO., DALLAS, TEXAS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE LAYOUT & INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE LAYOUT & INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H540 ORDER No. 0132

DATE 3-5-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

3  
Photos for  
this Customer

CUSTOMER HOTEL MARTHA WASHINGTON  
ST. PETERSEBURG, FLORIDA

6 POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL MARTHA WASHINGTON — ST. PETERSBURG,  
FLORIDA

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

To customer

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

120  
133  
150  
175

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H541 ORDER NO. 10132 DATE 3-5-1938

CUSTOMER HOTEL MARTHA WASHINGTON  
ST. PETERSBURG, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

3  
Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE

ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL MARTHA WASHINGTON - ST. PETERSBURG,  
FLORIDA

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

To customer

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

used  
120  
133  
150  
175

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H542 ✓ ORDER NQ0132

DATE 3-5-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

3  
Photos for  
this Customer

CUSTOMER HOTEL MARTHA WASHINGTON  
ST. PETERSBURG, FLORIDA

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MARTHA WASHINGTON - ST. PETERSBURG,  
FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout To customer

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H543

ORDER NO. 10134

DATE 3-5-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER LOKOYA MOUNTAIN LODGE  
LOKOYA, CALIFORNIA

6<sup>M</sup> POST CARDS

SIZE

3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

APR 12 1938



OKLAHOMA NEWS CO., TULSA, OKLA.

NO. 8A-H544

ORDER NO. 10145

DATE 3-7-1938

12 M500 POST CARDS

ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HEART OF THE CITY BY NIGHT,  
TULSA, OKLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLORS AS MARKED ON ROTOGRAVURE ATTACHED. CUT OFF AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2  
order for the... Please  
see to it that all... or rep...  
tives are uniform... errors are  
in harmony with each other  
to make an effective set.

T. TIME		C. TIME	
Time in low		Time in low	
SET UP		MAR 9 1938	MAR 9 1938
REWORKING	6	3-9	3-17
REWORKING	12	3-17	3-18
REWORKING	31-134	3-19	3-21
REWORKING	228-10	3-31	4-1

*[Handwritten signature]*

5

ST  
193



5x7

OKLAHOMA NEWS CO., TULSA, OKLA.

NO. 8A-H545

ORDER NO. 10145

DATE 3-7-1938

12 M500 POST CARDS

ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) HUNT BUILDING, TULSA, OKLA.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BLDG. IS WHITE, (NOT CREAM OR YELLOW) REMOVE OLD CARS? ALSO ELECTIC SIGN  
ATOP OF BLDG. ON LEFT. TAKE OUT POLE. BLDG. ON LEFT: GREY. BLDG. ON RIGHT: RED.  
CUT OFF ON LEFT AND RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS PAT. NO. 1,297,774

ATTENTION!

order for the customer. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

DESCRIPTION	DATE	TIME	DATE	TIME
COMING BY BUS UP			MAR 9 1938	MAR 9 1938
WITH				
RECORDED	12	7	3-9	3-16 SP
RECORDED				
RECORDED	12		3-17	3-17 H
RECORDED				
RECORDED	32	1 1/4		3-21
RECORDED	28	8 1/4		3-24

12

173



TOLEDO POST CARD CO., TOLEDO, OHIO

NO. 8A-H546

ORDER NO. 10141

DATE 3-7-1938

12 M500 POST CARDS

ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TOLEDO MUSEUM OF ART, TOLEDO, OHIO

IMPRINT SAME AS ABOVE

*Original no before title - 26*

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE CARD ATTACHED, 5A-H1869.

*Do not put in any photos*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

*5283*  
*5280*  
*5279*

MAR 11 1938

MAR 11 1938

DATE	TIME	INIT.	DATE	TIME
			MAR 11 1938	MAR 11 1938
	4			
	2	3-24		-2-RT.
	31	1/2 3-16		
	228	8 4-6		4-9

MAR 11 1938  
L.V.

MAR 21 1938



150







order for the program. Please see to it that all the positives are uniform and all the negatives are in harmony with each other to make an attractive set.



DATE 3-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **EXCELSIOR GEYSER CRATER,  
YELLOWSTONE NATIONAL PARK**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE -- (c)37753

ALSO IN LOWER BORDER - Copyright by Haynes  
Inc.

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURES IN MAKING THE CUTS.

USE SAME HANDCOLORED O.K'd PROOF AS USED ON D-5249 OF BLUE PORTFOLIO SET

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO. OR PLAIN SKY EFFECT. NO CLOUDS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

## ATTENTION!

[illegible]

171  
180



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 8A-H551

ORDER No. 10600

DATE 3-8-1938

25M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CASTLE GEYSER K - 75 FEET,  
YELLOWSTONE NATIONAL PARK

PRIVATE NO. BEFORE TITLE - (c)38002

ALSO IN LOWER BORDER - Copyright by  
Haynes Inc.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10

R. M. YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURES IN MAKING THE CUT.

USE SAME HANDCOLORED O.K'd PROOF AS USED ON D-5250 OF BLUE PORTFOLIO SET

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO.

OR PLAIN SKY EFFECT. NO. CLOUDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

12 Subjects on  
order for this customer. Please  
see to it that all subjects or negatives are uniform in colors and  
in harmony with each other  
to make an attractive set

ESTIMATE			
MAR 1 1938			
NO. OF COPIES	PRICE	TOTAL	DATE
100	1.00	100.00	MAR 1 1938
50	.50	50.00	MAR 1 1938
25	.25	25.00	MAR 1 1938
12	.12	12.00	MAR 1 1938
6	.06	6.00	MAR 1 1938
3	.03	3.00	MAR 1 1938
1	.01	1.00	MAR 1 1938
26	2	52.00	4/14/38 PH

17  
180



DATE 3-8-1938

## ATTENTION!

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 10

R. M. (YES)

YES

YES

IMPRINT SAME AS ABOVE

TITLE (IN FULL) YELLOWSTONE LAKE AND  
ABSAROKA RANGE, YELLOWSTONE NATIONAL PARK

PRIVATE NO. BEFORE TITLE - (c)37045D

ALSO IN LOWER BORDER - Copyright by Haynes  
Inc.

PHOTO PROPERTY OF

**CUSTOMER**

### COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURES IN MAKING THE CUTS.

USE SAME HANDCOLORED O.K'd PROOF AS USED ON D-5252 OF BLUE PORTFOLIO SET.

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO, OR PLAIN SKY EFFECT. NO CLOUDS.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,297,775

[illegible]

415  
180



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 8A-H553

ORDER NO. 10600

DATE 3-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 R. M. YES

TITLE (IN FULL) **FISHING BRIDGE, YELLOWSTONE RIVER, ~~NATL~~ YELLOWSTONE NATIONAL PARK**

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - (c)37763

ALSO IN LOWER BORDER - Copyright by Haynes Inc.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURES IN MAKING THE CUTS.

THE BRIDGE ITSELF IS MADE OF NATURAL WOOD STAINED A SEAL BROWN COLOR AS ARE THE OTHER BUILDINGS IN THIS SAME PICTURE.

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO OR PLAIN SKY EFFECT, NO CLOUDS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,775

ATTENTION!

12 Subjects on order for this customer. Please see to it that all subjects or negatives are uniform and colors are in harmony with each other to make an attractive set

DATE	TIME	DATE	TIME
MAR 9 1938		MAR 9 1938	
206	3	3-9	3-17
82		3-18	3-18
31	1 1/2	3-21	3-21
80/4	4/19	4/20	

173



NO. 8A-H554

COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

ORDER NO. 10600

DATE 3-8-1938

25 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10

R. M. YES

TITLE (IN FULL) GRIZZLY BEARS AT FEEDING  
GROUND, YELLOWSTONE NATIONAL PARK

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - ~~(c) 371950~~  
(c) 371950ALSO IN LOWER BORDER • Copyright by  
Haynes Inc.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURES IN MAKING THE CUTS.

THE COLOR OF A GRIZZLY IS DESCRIBED AS "TAWNY" AND I NOTE THAT IN MANY OF THE  
VARIOUS CARDS YOU HAVE MADE FOR US OF THE GRIZZLY BEARS THAT YOU MAKE THEM  
CHOCOLATE BROWN OR BROWN WHICH IS NOT RIGHT. SEE PHOTO NO. ~~118879~~ 118879  
ATTACHED AS TO COLOR INSTRUCTIONS.DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO.  
OR PLAIN SKY EFFECT, NO CLOUDS.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN HAYNES' COLOR GUIDE  
RETURN PHOTO.CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (P) PAT. NO. 1,797,775

ATTENTION!

order for the color of the  
set to it that all of the  
tive are printed and others are  
in harmony with other  
to make an attractive set

12 Ann

DATE	ESTIMATE	DATE	ESTIMATE
MAR 12 1938	MAR 12 1938	MAR 12 1938	MAR 12 1938
31	31	31	31
83	3-85	3-23	45
225	13	13	13
225	1/2	33	33
201	9	2-25	2-26

DATE	ESTIMATE	DATE	ESTIMATE
MAR 12 1938	MAR 12 1938	MAR 12 1938	MAR 12 1938
31	31	31	31
83	3-85	3-23	45
225	13	13	13
225	1/2	33	33
201	9	2-25	2-26

M

Rm. 171  
172



Rm. 171  
180



use job #10 4-548 to deal  
 (1hr) ←

Subject on order for trial order. Please see to it that all colors or negatives are uniform and colors are in harmony with each other to make an attractive set.

24

10

MAR 14 1938

MAR 1 9 1933

$$\frac{1}{2}$$

52

3-22

3 - 23 47

2

2m 18



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 8A-H557

ORDER NO. 10600

DATE 3-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14

R. M. YES

IMPRINT

SAME AS ABOVE

TITLE (IN FULL) LOWER FALLS OF THE  
YELLOWSTONE RIVER, YELLOWSTONE NATIONAL PARK

PRIVATE NO. BEFORE TITLE --- (c)37047E

ALSO IN LOWER BORDER - Copyright by  
Haynes Inc.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION  
DO NOT CUT OFF ANY MORE OF THE PICTURE IN MAKING THE CUTS.

USE SAME HANDCOLORED O.K'd PROOF AS USED ON D-5242 OF BLUE PORTFOLIO SET.

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY. USE SKY AS IN ORIGINAL PHOTO.  
OR PLAIN SKY EFFECT. NO CLOUDS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,718

ATTENTION!

12  
Please see to it that the colors are in harmony with each other to make an attractive set.

Color	Time	Mar 14 1938	Mar 14 1938
1	1/2		
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			

DATE Recd \_\_\_\_\_

By \_\_\_\_\_

57  
Rm 171  
180



COPYRIGHT BY HAYNES INC., YELLOWSTONE PARK, WYOMING

NO. 8A-H558

ORDER NO. 10600

DATE 3-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1000 R. M. YES

TITLE (IN FULL) MULE DEER FAWNS, YELLOWSTONE NATIONAL PARK

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - (c)24270

ALSO IN LOWER BORDER - Copyright by Haynes Inc.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT CUT OFF ANY MORE OF THE PICTURE IN MAKING THE CUTS.

USE THE SAME COLOR SCHEME IN COLORING THE TWO FAWNS AND THE BACKGROUND AS THAT OF 5A-H537 ATTACHED.

DO NOT ROUTE OUT SKIES, NOR PUT IN ARTIFICIAL SKY, USE SKY AS IN ORIGINAL PHOTO OR PLAIN SKY EFFECT. NO CLOUDS.

SUBMIT RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all titles or negatives are uniform and counts are in harmony with each other to make an attractive set.

MAR 9 1938

MAR 9 1938

MAR 9 1938

CHARTERED BY				
DATE				
REMARKS	4	2	3-9	3-158
PHOTO				
PRINTS	12		3-17	3-17
REMARKS				
DATE	21	1/2		
REMARKS	202	9	4-22	4-26

173



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H559 ORDER NO. 10157 DATE 3-8-1938

CUSTOMER B.V.D. CORP.  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 P.C.

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

VERY VERY  
Rush

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



21 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H560 ORDER NO. 10156 DATE 3-8-1938

CUSTOMER PIRCHNER'S HOFBRAU, INC.  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED. CORRECTIONS ON SKETCH: TABLE TOPS SHOULD BE DARK REDDISH MAHOGANY. THE  
PANELING IS KNOTTY WALNUT SO MAKE IT MUCH DARKER BROWN. CHAIRS ARE WALNUT ALMOST LIKE PANELING  
WILL BE. MAKE THE TIE ON MR. PIRCHNER RED & LENGTHEN IT AS INDICATED. CHANGE COLOR OF TROUSERS  
TO BLACK. IN DOING THIS YOU MAY WANT TO CHANGE THE BACKGROUND BLUE, LIGHTENING IT IF YOU SO  
DESIRE. (USE YOUR OWN IDEA ON BACKGROUND COLOR IN THIS PANEL) MR. PIRCHNER WANTS THE SHAPE OF THE  
PANEL IN WHICH HIS PICTURE APPEARS TO BE CHANGED TO CONFORM WITH THE DESIGN OF THE ENTRANCE TO  
THE RESTAURANT AS ON ATTACHED MATCH COVER AND PART OF MENU COVER ALSO ATTACHED. FLOOR IS  
LINOLEUM BUT LOOKS LIKE TILE OR STONE.

make DK. Blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 18 1938

5 — 4 1/2 hrs.

4 — 3 1/2 hrs

10

187



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND, OHIO

NO. 8A-H561

ORDER NO. 10601

DATE 3-8-1938

12<sup>3</sup>/<sub>4</sub> POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

(ALL OF THIS ON THE ADDRESS SIDE)  
R. M. YES same as MH672

TITLE (IN FULL) THE GREAT SHIP "SEE AND BEE"  
BETWEEN BUFFALO, CLEVELAND AND CHICAGO  
BOT - PASSENGER'S CORRESPONDENCE CARD  
TIME IS FUN--CHECK ITEMS DESIRED

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE ----- 112

IN SMALL TYPE - Copyright by Danley Bros.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

SEE LAYOUT ATTACHED ~~SEE~~

USE PHOTO NO. 5A-H672  
for center view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

938

QUANTITY	EST. TIME	EST. PRICE	EST. TOTAL
1000	3		
500	2	3.29	4.15
100	8	4.15	4.15
216	1 1/4	4.15	4.15
24	8 1/2	4.15	4.15

4-13-38



DATE 3-8-1938

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. **YES** same as 6/11/702

TITLE (IN FULL) S. S. "CITY OF BUFFALO",

IMPRINT SAME AS ABOVE

BOT - PASSENGER'S CORRESPONDENCE CARD  
~~FRIGHTENING~~ TIME IS FUN--CHECK ITEMS  
 DESIRED

PRIVATE NO. BEFORE TITLE ----- 113

PHOTO PROPERTY OF CURT TEICH & CO.

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

Show in center S.S. "City of Buffalo" plate no. 6A-H702  
Their private no. 9

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **yes**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (L) PAT. NO. 1,297,775

ESTIMATE  
MAR 11 1938







5x7

NO. 8A-H564

WOODCOCK MFG. CO., HOT SPRINGS NATIONAL PARK, ARK.

ORDER NO. 10184

DATE 3-9-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES *same as*

TITLE (IN FULL) WE BATHE THE WORLD  
HOT-HOT SPRINGS NATIONAL PARK, ARK.

IMPRINT SAME AS ABOVE

*5AH878*

SMALL TYPE: (C) C.T. & CO., CHICAGO

PRIVATE NO. LOWER LEFT CORNER: -

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED. CORRECTIONS: WE SUGGEST THAT IN THE SPACE OCCUPIED BY "HOT SPRINGS NATIONAL PARK" BE THE SHAPE OF A BATH TUB, WHICH WOULD HELP FURTHER TO CARRY OUT THE IDEA. PLEASE REFER TO A MAP AND REPRODUCE THE SHAPE OF ARKANSAS, AND SINCE OUR MOUNTAIN SIDES ARE FAMED FOR THEIR BEAUTIFUL PINE TREES, PLEASE HAVE THE TREES IN THE BACKGROUND DEPICTED AS PINES. ALSO MAKE THE RED-HEADED GIRL MORE BEAUTIFUL; HER CHIN IS TOO LONG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,267,775

ESTIMATE

1-4-1938

DATE	TIME	AMOUNT	REMARKS
MAR 14 1938			
MAR 14 1938			
	7	2.00	
		3.25	
		3.26	
		3.30	
	1/2		
	25	9	
			5-18 Bth

DATE PAID

*make red impression*

MAILED

CHARGE TO *Per*

MAR 31 1938

179



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 8A-H565 ORDER NO. 10216 DATE 3-11-1938

CUSTOMER BUTTS & ORDMAN  
BOSTON, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NEW CENTRALLY LOCATED HEADQUARTERS OF  
BUTTS AND ORDMAN COMPANY — 200 SIXTH ST.,  
CAMBRIDGE, MASS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer O. T. Imprint No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Large drawing

make D.K. Blue impression

"

PHOTO RETURNED

TO

PHOTO USED FOR

NO  
YES  
RETURN PHOTO

Extra line Neg Jan 8  
for Recd 240 1 1/2  
A-9 1/2

Er

26

3



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

DIAL No. 8A-H566<sup>n</sup> ORDER NO. 10207 DATE 3-9-1938

CUSTOMER THE H.C. GODMAN CO.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

6 M POST CARDS SIZE

3 1/8 x 5 1/8

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TARSAL TREADS IN WHITE AS ADVERTISED IN  
THE LADIES' HOME JOURNAL AND THE WOMAN'S HOME  
COMPANION

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Legal shoe is changed in detail  
See sample

COLOR DESCRIPTION

COLOR OF BACKGROUND. IT IS SUGGESTED THAT STARTING IN THE LOWER LEFT HAND CORNER A LIGHT GREEN  
BE USED AND GRADUALLY DEEPENING IN COLOR UNTIL THE UPPER RIGHT HAND CORNER IS REACHED. HOWEVER,  
THIS CAN BE CHANGED IF YOUR ARTIST HAS A BETTER IDEA. SIZE OF SHOES ON CARD TO BE LARGER THAN  
FOOTSAVER AND SMALLER THAN ON AD.

3 drawings ret  
4/4/38

Very Rush

2,500—1-2-38

2- 587  
50- 2 1/2  
Per 7  
H.C. 1 1/2  
4 9 1/2

#24

make red impression

2- 1 1/2

11- 1

#1757



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H567 ORDER NO. 10208 DATE 3-9-1938

CUSTOMER DOCTOR'S PHARMACY  
RICHMOND HILL, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full DOCTOR'S PHARMACY - 113-18 JAMAICA  
AVENUE, - RICHMOND HILL, N.Y.

FRONT NO. 5

R. M. ☒ Yes ☐ No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

DO NOT REMOVE THE TELEPHONE BOOTH.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE OVER PHOTO.

*Rush*

*Photo not  
4/19/38*

*hold*

*Print*

*Ret. 9  
He 1 3/4  
Lat 11 1/2*

*He printed  
Photo*

*X*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

2,500—1-2-38



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 8A-H568

ORDER NO. 10192

DATE 3-9-1938

12 500 POST CARDS  
M

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: LEFT UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MYRTLE TREES OF SOUTHWEST OREGON

BOT-OREGON COAST HIGHWAY

PRIVATE NO. BEFORE TITLE: 964

*Small type - Photo by Wesley Andrews  
Use Gothic type*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

YELLOW LINE IN CENTER OF HIGHWAY. GRAY CEMENT. TREES BRIGHT GREEN. FLOWERS, ETC.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE				Cost Dept. Checked
MATERIAL AND WORK SCHEDULE				Date
ITEM NO.	TIME ALLOWED	DATE	DATE	
		MAR 14 1938	MAR 14 1938	
	2	1-11	1-11	21.50
	92	3-21	3-23	45
	31	3-25	3-25	
	228	4-5	4-7	

M

Am 72  
179



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO 3A-H569

ORDER NO. 10216

DATE 3-9-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NATIONAL CAPITOL MEMORIAL PARK, INC.  
WASHINGTON, D. C.

6 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE ART COLOR TONE WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PUT FLOWERS ON BATH SIDES OF THE WALK NEAR THE  
ENTRANCE. REMOVE THE CHIMNEY ON THE SIDE OF THE  
BLDG. MAKE THE BLDG. OR CHAPEL MUCH LARGER IN SIZE  
YOU CAN DO THIS BY LOSING THE FOREGROUND. YOU  
MIGHT ADD FLOWERS TO THE FOREGROUND IN ORDER TO  
PUT LIFE IN THE PICTURE.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

THE CHAPEL IS WHITE LIME STONE. THE WINDOWS ARE LEADED WITH COLOR. THE ROOF IS COPPER BUT IT  
IS NOW TURNING TO A GREEN STAIN. THE DOOR IS BRONZE.

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 11 1938

1178



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H570 ORDER NO. 10217 DATE 3-9-1938

CUSTOMER NASSAU TAVERN  
PRINCETON, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/8

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

NASSAU TAVERN, PRINCETON, NEW JERSEY

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATTACHED.

COLOR DESCRIPTION

use soft colors

must be finished 3-16 sure

very push

Ret. 1

7/10 1 1/2

Lat 9 3/4

#24

Very Push

MAR 9 1938



*Kind R*

NO. 8A-H571

ASHEVILLE POST CARD CO., ASHEVILLE, N. C.

ORDER NO. 10634

DATE 3-10-1938

12<sup>1</sup>/<sub>2</sub> M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WORLD FELLOWSHIP BUILDING  
FROM LAKE SUSAN, MONTREAT, N. C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE ---- N.21

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

MOTTLED NATURAL GRAY & DARKER GRANIT STONE BLDG. GRAY WINDOW ~~TRIM~~ CASING.  
DOOR-GOLDEN OAK (LIGHT BROWN) ROOF- MOTTLED RED. BRIDGE NATURAL ROCK.  
BRING OUT LAKE. PUT FEW PINK RHODODENDRON BLOSSOMS ON BUSHES ALONG SHORE.  
PUT FOLIAGE ON TREES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

*12* Subjects on  
order for this card. Please  
see to it that all the or nega-  
tive are uniform in size and  
in harmony with each other  
to make an attractive set

ESTIMATE				Est Dept. Checked
By	DATE	DATE	DATE	
	MAR 16 1938	MAR 16 1938	MAR 16 1938	
		MAR 18 1938	MAR 18 1938	
	M 2	3-18	3-22 58	
	87	3-23	3-23 47	
	32 1/2		3-25	
	43 8	4/11	4/12	
By	DATE	DATE	DATE	

6-M

183



DATE 3-10-1938

## ATTENTION!

13

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE. UPPER. LOWER. CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) GENEVA HALL, MONTREAT, N. C.

IMPRINT SAME AS ABOVE

"IN THE LAND OF THE SKY"

PRIVATE NO. BEFORE TITLE --- N.22

PHOTO PROPERTY OF

C. T. & CO.

COLOR DESCRIPTION

COLOR DESCRIPTION  
CREAM BOARD BUILDING -- WHITE TRIM. WINDOW FRAMES & CASING WHITE. WHITE RAILING  
BASEMENT FLOOR RED BRICK TRIM BETWEEN WINDOWS. FIRE ESCAPE - BATTLE GRAY  
ROOF GREY. CHIMNEYS LIGHT RED BRICK. FENCE - VARIGATED GRAY & BROWN GRANIT  
STONE

WHITE POSTS. TAKE OUT TWO STICKS ON WALK IN FOREGROUND. NICE GREEN LAWN.  
PUT FOLIAGE ON TREES.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLC3E MULTI-PLY FORMS, (C) PAT. NO. 1,267,775

Estimate	Estimate	Estimate	Estimate
MAR 1 1988	MAR 1 1988	MAR 1 1988	MAR 1 1988
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31
32	32	32	32
33	33	33	33
34	34	34	34
35	35	35	35
36	36	36	36
37	37	37	37
38	38	38	38
39	39	39	39
40	40	40	40
41	41	41	41
42	42	42	42
43	43	43	43
44	44	44	44
45	45	45	45
46	46	46	46
47	47	47	47
48	48	48	48
49	49	49	49
50	50	50	50
51	51	51	51
52	52	52	52
53	53	53	53
54	54	54	54
55	55	55	55
56	56	56	56
57	57	57	57
58	58	58	58
59	59	59	59
60	60	60	60
61	61	61	61
62	62	62	62
63	63	63	63
64	64	64	64
65	65	65	65
66	66	66	66
67	67	67	67
68	68	68	68
69	69	69	69
70	70	70	70
71	71	71	71
72	72	72	72
73	73	73	73
74	74	74	74
75	75	75	75
76	76	76	76
77	77	77	77
78	78	78	78
79	79	79	79
80	80	80	80
81	81	81	81
82	82	82	82
83	83	83	83
84	84	84	84
85	85	85	85
86	86	86	86
87	87	87	87
88	88	88	88
89	89	89	89
90	90	90	90
91	91	91	91
92	92	92	92
93	93	93	93
94	94	94	94
95	95	95	95
96	96	96	96
97	97	97	97
98	98	98	98
99	99	99	99
100	100	100	100

2

51  
179



DATE 3-10-1938

12½ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A SUMMER AFTERNOON ON  
PRITCHELL HALL VERANDA, RIDGECREST, N.C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO.:BEFORE TITLE ---- N.24

PHOTO PROPERTY OF C. T. & COL

### COLOR DESCRIPTION

DARK ROOF. BLDG. & PILLARS WHITE CHAIRS LIGHT GREEN. PORCH FLOOR & BASE  
BATTLESHIP GRAY. EVERGREEN BUSH TO LEFT. CLOUDS IN SKY. VARY COLORS  
IN FOLIES, MAKE SUMMARY LOOKING.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,757,775

## ATTENTION!

13. Subjects on order for this customer. Please see to it that all the positives are uniform and colors are in harmony with each other to make an attractive set.



ESTIMATE		CASH PAID	
DATE	AMOUNT	DATE	AMOUNT
MAR 14 1938		MAR 14 1938	
5	4	3	14
83		3	21
225	1 1/4	26	11/10/38
40	8 1/2	4/8/38	

5

1870



ASHEVILLE POST CARD CO., ASHEVILLE, N. C.

NO. 8A-H574

ORDER NO. 10934

DATE 3-10-1938

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGHWAY AND BRIDGE OVER  
FRENCH BROAD RIVER, BETWEEN NEWPORT AND  
MORRISTOWN, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO.: BEFORE TITLE ----- M04

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

BATTLEGRAY BRIDGE. CEMENT BASE. BRING OUT RIVER. VARY FIELDS. MAKE  
GOOD CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

13  
order to the company. Please  
see to it that all the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE  
Date MAR 16 1938

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE
COLLECTOR'S FEE				MAR 16 1938
PRINTING	15	5	3-15	MAR 16 1938
DELIVERY	10		3-20	3-20
TOTAL	225	1 1/2	26 25	
PAID	28	8	4-7	3-20

58 38

3 1/2

58 185



ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

NO. 8A-H575

ORDER NO. 10219

DATE 3-10-1938

25 MPOST CARDS

ART COLORTONE

gray ~~white~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) A PICTURESQUE HIGHWAY IN THE  
HEART OF THE MOUNTAINS

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: N25

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PRETTY GREEN VARIGATING. SHOW RIVER AND HIGHWAY PLAINLY.  
CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,778

ATTENTION

order for the order. Please  
see to it that the order  
tives are under the order are  
in harmony with the order  
to make an attractive order.

3 1/2 x 5 1/2

MAR 15 1938

MAR 18 1938

MAR 18 1938

211

3

Mar 18

Mar 23

31

1 1/2

3/4

3-24

211

7 1/2

Apr 11

Apr 12

6-M

183



ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

NO. 8A-H576

ORDER NO. 10219

DATE 3-10-1938

25 MPOST CARDS

ART COLORTONE

*gray* ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) A FISHERMAN'S PARADISE-

IMPRINT SAME AS ABOVE

LANDING A PRIZE TROUT FROM THE COOL  
WATERS OF A MOUNTAIN STREAM

PRIVATE NO. BEFORE TITLE: N26

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

NOTE SEVERAL RHODEDENDRON BLOSSOMS, MAKE PINK. KHAKI - TANNISH SUIT OF FISHERMAN, GRAY HAT, STRAW COLOR BASKET. VARY GREENS IN BACKGROUND. NICE GREENISH-BLUE WATER. SHOW ANGLER'S POLE AND LINE AND FISH. MAKE GOOD VIEW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

*15* ... on ... Please ... or nega- ... colors are ... other ... to make an accurate set

*17*

*581*

*179*



ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

NO. 8A-H577

ORDER No 10219

DATE 3-10-1938

25 POST CARDS

ART COLORTONE

*graff* ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) THE LOOP ON MAIN HIGHWAY THRU  
GREAT SMOKY MOUNTAINS NATIONAL PARK  
SMALL TYPE: PHOTO BY THOMPSON'S INC.  
KNOXVILLE, TENN.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEGORE TITLE: N27

(TO HAVE BLU<sup>Y</sup> BORDER)

*Photo to Keyser 8-25-40*  
COLOR DESCRIPTION

PHOTO PROPERTY OF C.T.

LOOP SHOWS NATURAL ROCK BRIDGE. SHOW HIGHWAY PLAINLY. GRANITE ROCK FORMATIONS  
ON SIDES. VARY GREENS FOR PERFECT MOUNTAIN SCENERY. CLOUDS IN SKY. TAKE OUT  
SPECK TO EXTREME LEFT FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

13  
... OF  
...  
see that that ...  
tives are ...  
in harmony ...  
to make an ...

ESTIMATE

Cost: Direct, General

DATE: MAR 15 1938

DATE	TIME	DATE	TIME
MAR 15 1938	MAR 15 1938		
11-15	11-21		
3-21	3-22		
225	1/4	26 March	
218	8	Apr 12	Apr 4

DATE: 4/7/48

Photo used on HB # 1397

9-1  
16-2

ST  
183



ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

NO. 8A-H578

ORDER NO. 10219

DATE 3-10-1938

25 M POST CARDS

ART COLORTONE

Blue WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) SPEEDBOATS IN ACTION DURING  
A REGATTA ON NORRIS LAKE, NORRIS,  
TENN.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: N28

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

TAKE OUT TWO CARS ON DAM. VARY BOAT COLORING TO RED, ORANGE & WHITE.  
CONCRETE DAM. SHOW SPILLWAY PUT IN WATER AS ON CARD ATTACHED, 7A-H1748.  
NICE WATER COLOR. LEAVE IN PEOPLE. WATER LINE OF LIKE NATURAL ROCK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Order for this set. Please  
see to it that the set or nega-  
tives are uniform in color and are  
in harmony with each other  
to make an attractive set.

DATE	TIME	LOCATION	REMARKS
MAR 18 1938			MAR 18 1938
229	6	3-10	3-258
83		3-25	3-2645
225 1/4			28 Ward
26	8		4, 7 - 30, 31

15  
183



NO. 8A-H579

ORDER NO. 10219

DATE 3-10-1938

25 M POST CARDS

ART COLORTONE

*Blue*  
**WATER BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 19

R. M. NO

TITLE (IN FULL) ~~WINDING HIGHWAY NEAR BUCK CREEK~~ PRINT SAME AS ABOVE  
GAP, ~~RE~~ MITCHELL RANGE IN BACKGROUND,  
WESTERN NORTH CAROLINA

PRIVATE NO. BEFORE TITLE: N29  
(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

BRING OUT WINDING ROAD? ALSO IN FAR BACKGROUND. DARK & LIGHT GREEN FOLIAGE VARYING. NOT TOO BRIGHT GREEN FOR MOUNTAIN RANGE IN BACK- DARKER.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,799,779

## ATTENTION!

MAR 15 1938

MAR 15 1938

4

22

1

39

8-

3-6

281.001

6/29/48

40 - 2 1/2  
160 - 1 1/2



NO. 8A-H580

ORDER NO. 10219

DATE 3-10-1938

25 M POST CARDS

ART COLORTONE

Grey ~~White~~ WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL)

ONE OF THE MANY TRAILS IN THE

IMPRINT

SAME AS ABOVE

GREAT SMOKY MOUNTAINS NATIONAL PARK

SMALL TYPE: PHOTO BY THOMPSON'S, INC.  
KNOXVILLE, TENN.

PRIVATE NO. BEFORE TITLE: #30

(TO HAVE BLUE BORDER.)

PHOTO PROPERTY OF

C.T.

### COLOR DESCRIPTION

BLUISH HAZE FOR MOUNTAINS IN BACK. RHODODENDRON TO LEFT FOREGROUND. LIGHT PURPLE BLOSSOMS. NOTE BALSAM OR PINES. ROCKS AND PATH NATURAL.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

## ATTENZIONI



ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

NO. 8A-M581

ORDER NO. 10219

DATE 3-10-1938

25 POST CARDS

ART COLOR TONE

gray ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) CHEROKEE INDIANS IN FULL  
NATIVE COSTUME IN ONE OF THEIR CEREMONIAL  
DANCES

IMPRINT SAME AS ABOVE

BOT-ON CHEROKEE INDIAN RESERVATION ADJOINING  
GREAT SMOKY MOUNTAINS NATIONAL PARK

PRIVATE NO. BEFORE TITLE: N33

( TO HAVE BLUE BORDER)

SMALL TYPE - PHOTO  
BY CARLOS C.  
CAMPBELL

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

*Leif Rush*

*in 1CP-1969*

MAR 16 1938

MAR 16 1938

9 3

2-10

3-23 ST

12

3-26

3-26 ST

22 1/2

4-27

23 1/2

4-28 W.S.

39

8 1/2

2  
24

24

185



ASHEVILLE POST CARD COL, ASHEVILLE, N.C.

NO. 8A-H582

ORDER NO. 10219

DATE 3-10-1938

25 M

POST CARDS

ART COLORTONE

Blue

~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: ~~UPPER~~ LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) "THE LOOP" ON NEWFOUND GAP  
HIGHWAY IN GREAT SMOKY MOUNTAINS NATIONAL  
PARK.

IMPRINT SAME AS ABOVE

SMALL TYPE: PHOTO BY THOMPSONS, INC.  
KNOXVILLE, TENN.

PRIVATE NO. BEFORE TITLE: N31

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SMOOTH OUT ROAD AND MAKE IT LOOK MORE LIKE CONCRETE ROAD. TAKE OUT LITTLE  
STUMPS IN IMMEDIATE FOREGROUND, BUT LEAVE IN ROCKS. TUNNEL NATURAL GREY AND  
TANNISH ROCKS. VARY GREENS, PINES DARKER, OAKS A LIGHTER GREEN. NO GRASS IN  
CENTER. SOME GREEN GRASS TO LEFT FOREGROUND BANKMENT. SHOW LOOP ALL THE WAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,779

MAR 18 1938

MAR 18 1938

15 4

3-16

3-23 St

87

3-23

3-23 Lt

235 1/2

28 March

37 8

April 7 1938

April 8 1938

6. M

183



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H583

ORDER NO. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BLESSING THE HOUNDS, PRIOR  
TO A FOX HUNT, LEXINGTON, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

NO

IMPRINT

SAME AS ABOVE

(TO HAVE BLUE BORDER)

SMALL TYPE: LEXINGTON TIMES-HERALD  
PHOTO

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

11  
order for 15 photos. Please  
see to it that the photos are  
the best quality possible and  
in 12x10 size. We will  
to make the necessary order.

ESTIMATE			
DATE	DATE	DATE	DATE
3-10-38	3-10-38	3-10-38	3-10-38
205	3	3-11	3-21
82		3-21	3-22
225	1 1/2		23 March
39	9	3-30	3-31

*Rush*



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H584

ORDER NO. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

STATUE OF "FAIR PLAY",

ELMENDORF FARM, LEXINGTON, KY.

SMALL TYPE: LEXINGTON TIMES-HERALD PHOTO

(TO HAVE BLUE BORDER)

I (ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

INSTRUCTIONS  
SEE ~~TIXXX~~ ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this set. Please  
see to it that the set  
given be printed in color  
in harmony with the color  
to make an attractive set.

Rush

ESTIMATE		ESTIMATE	
DATE	3-10-38	DATE	3-10-38
BY	W.H.	BY	W.H.
FOR	W.H.	FOR	W.H.
QUANTITY	UNIT PRICE	DATE	QUANTITY
12	1 1/2	MAR 14 1938	MAR 14 1938
82	3-14	3-21	3-21 SE
225	1 1/2	24	24
213	8 3/4	3-29-38	3-31-38



NO. 8A-H585

ORDER NO. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE <sup>Black</sup> ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **I** R. M. NO

TITLE (IN FULL) DIXIANA FARM, LEXINGTON, KY.

IMPRINT SAME AS ABOVE

SMALL TYPE: LEXINGTON TIMES-HERALD PHOTO

(TO HAVE BLUE BORDER)

Photo Litho Dept (TEO)

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

*Rush*

421938



59



NO. 8A-11586

ORDER NO. 10223

DATE 3-10-1938

12 M 500

POST CARDS

ART COLORTONE

Blue ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. I

R. M. NO

TITLE (IN FULL) GREYHOUND, CHAMPION TROTTER,  
I:56, LEXINGTON, KY.

IMPRINT SAME AS ABOVE

(TO HAVE BLUE BORDER)

SMALL TYPE: LEXINGTON TIMES-HERALD PHOTO

PHOTO PROPERTY OF

C.T.

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS (TM) PAT. NO. 1,297,775

Rush

185



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H587

ORDER NO. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE

<sup>Blue</sup> ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) CALUMET FARM, LEXINGTON, KY.

IMPRINT SAME AS ABOVE

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

~~PHOTO TR. 3CP-2192~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,789,775

ATTENTION!

11  
... on  
... Please  
... nega  
... are  
in  
to make an attractive set

~~PHOTO~~ - ~~TR~~ 46H-391

*Rush*

MAR 15 1938

183



NO. 8A-H588

ORDER No. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE

Blue ~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. I

R. M. NO

TITLE (IN FULL) BEAUMONT FARM, LEXINGTON, KY.

IMPRINT SAME AS ABOVE

SMALL TYPE: LEXINGTON TIMES-HERALD PHOTO

(TO HAVE BLUE BORDER)

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

**HANDCOL PROOF** **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

**ATTENTION!**

Drainage



*to Curt*



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H589

ORDER NO. 10223

DATE 3-10-1938

12<sup>M</sup> 500 POST CARDS

ART COLORTONE

*Blue*  
~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

NO

TITLE (IN FULL) GREENFIELD FARM, LEXINGTON, KY. IMPRINT SAME AS ABOVE

SMALL TYPE LEXINGTON TIMES-HERALD PHOTO

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

11  
order for this... Please  
see to it that...  
tives are uniform...  
in harmony with...  
to make an appearance.

R

+

ESTIMATE

MAR 16 1938

MAR 16 1938

ITEM	QTY	UNIT PRICE	AMOUNT	DATE
...				MAR 16 1938
...	205	5	3-18	3-22 SC
...	82		3-22	3-22-45
...	225	1/4		24
...	44	9	3/29/38	3/30/38

Rush

185



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H590

ORDER NO. 10223

DATE 3-10-1938

12 M500 POST CARDS

ART COLORTONE

WHITE  
WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. No

TITLE (IN FULL) ALMAHURST FARM, LEXINGTON, KY.

IMPRINT SAME AS ABOVE

SMALL TYPE LEXINGTON TIMES-HERALD PHOTO

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

PRINT FOR THE...  
TO IT...  
IN...  
TO HAVE AN...  
TO HAVE AN...

ESTIMATE			
DATE	1938	DATE	1938
ESTIMATE		ESTIMATE	
DATE	MAR 14 1938	DATE	MAR 14 1938
ESTIMATE	4	ESTIMATE	3-19 D
ESTIMATE	83	ESTIMATE	3-21
ESTIMATE	225	ESTIMATE	3-22 45
ESTIMATE	212	ESTIMATE	23 March
ESTIMATE	8	ESTIMATE	March 30
ESTIMATE		ESTIMATE	March 31

Rush

ST  
179



*Rush*



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H592

ORDER NO. 10223

DATE 3-10-1938

12 M 500 POST CARDS

ART C LORTONE

*Blue*  
~~WHITE~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) WALNUT HALL FARM, LEXINGTON,  
KY.

IMPRINT SAME AS ABOVE

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,790,775

ATTENTION!

11  
only for the purpose of  
making a set of 100  
five 24 inch x 36 inch  
in history and other  
to make an attractive set.

*Price first*  
\$

*Rush!*

ESTIMATE		CASH PAID	
MAR 10 1938		MAR 18 1938	
225	4	3-18	3-22
82		3-22	3-23 45
225	1 1/4	24	40.00
44	8 1/4	3/31/38	4/5/38

185



FERGUSON NEWS CO., LEXINGTON, KY.

NO. 8A-H593

ORDER No. 10223  
~~10223~~

DATE 3-10-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) AERIAL VIEW OF IDLE HOUR FARM,  
LEXINGTON, KY.

IMPRINT SAME AS ABOVE

(TO HAVE BLUE BORDER)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

order for this company. Please  
see to it that all the  
titles are uniform and same as  
in last order. This will help  
to make an accurate record.

*Philp*

*R*

ESTIMATE			
MAR 10 1938			
QUANTITY	UNIT PRICE	TOTAL	DATE
12 M 500 POST CARDS			MAR 16 1938
ART COLORTONE			MAR 16 1938
WHITE BORDER			
4	4	3-16	3-21-38
83		3-21	3-21-38
225	1 1/2		23 Hand
41	9	3-30-38	3-31-38

4

185



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H595 ORDER NO. 10227 DATE 3-10-1938

CUSTOMER AMERICAN HOTEL  
BETHLEHEM, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AMERICAN HOTEL, BETHLEHEM, PA.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout REMOVE POLES & WIRES & TRAFFIC SIGNAL

BLDG. AT SIDES: SUBDUE ONLY, DO NOT ENTIRELY  
BLANK THEM OUT. PUT A LITTLE FOLIAGE ON THE  
TREES

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

DARK CREAM BRICK. LIGHT BROWN CORNICE & SILLS & WINDOW FRAMES & SASH. BUFF WINDOW BLINDS.  
DARK RED MAROON SIGN. WHITE LETTERS. PINK STONE BASE. DARK RED ROOF. LIGHT BROWN DOME. LIGHT  
BROWN MARKEE WITH COLORED GLASS BORDER. SIGNS ON MARKEE WHITE, BLACK LETTERS. PORCH ON  
LEFT LIGHT BROWN. BLDG. ON RIGHT: LIGHT BUFF. BLDG. ON REAR LEFT: GRAY.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 11 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 8A-H596 ORDER NO. 10230  
CUSTOMER ASHEVILLE POST CARD CO.  
ASHEVILLE, N. C.

DATE 3-10-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLOR ~~TOE~~ WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MONTE VISTA, BLACK MOUNTAIN,  
N.C.

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 14 1938

178



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H597  
ORDER NO. 10660  
DATE 3-10-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) THE EVERGREEN ROAD,  
PENINSULA STATE PARK, DOOR COUNTY, WISCONSIN  
PRIVATE NO. BEFORE TITLE: 1784

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 19 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE THIS MOSTLY GREEN FOLIAGE AND POINTED PINES IN DISTANCE. WILD FLOWERS AT  
EDGE OF ROAD. ALL TREES ARE EVERGREENS (PINES)

SUBMIT: RET. PHOTO YES B. L. & W. PROOF YES HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

12  
Please do  
not let the  
set of 12  
be out of  
harmony  
with other  
to make an attractive set.

*Very Rush*  
*in January*

ESTIMATE

DATE	MAR 14 1938	DATE	MAR 14 1938
QUANTITY	9	QUANTITY	1
PRICE	82	PRICE	3.29
TOTAL	225	TOTAL	3.30 ET
DATE	4-7-38	DATE	4-7-38

MAKING PHOTO

DATE	4-7-38
QUANTITY	1
PRICE	
TOTAL	



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H598

ORDER NO. 10660

DATE 3-10-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM SKYLINE TRAIL AT  
WEST TOWER, PENINSULA STATE PARK, DOOR  
COUNTY, WISCONSIN

PRIVATE NO. BEFORE TITLE: 1700

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

SBH 929

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

ATTENTION!

13  
The faces of  
the 12½ M Art Colortone Post  
Cards in this set are of the  
best quality and are in  
harmony with each other  
to make an attractive set

Very Rush

submitt

MAKE OVER

Charge to Ret Dept.

EST. MARCH 1938

RECORDED

FILE

1

6/5

179



DATE 3-10-1938

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RACINE REEF-LIGHTHOUSE,

## THREE MILES FROM SHORE

BOT: RACINE, WISCONSIN

PRIVATE NO. BEFORE UPPER TITLE: 2189

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

USE PHOTO NO. 51410-C.      FIX WAVES.

SUBMIT: RET. PHOTO

YES


B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

## ATTENTION

order for this case. Please  
see to it that all the argu-  
ments are written down and  
in harmony with the other  
to make an accurate record.

ESTIMATE		MAR 15 1938	
5			
83		3-29	3-30
225 - 1 1/4			1 April
207	8	4-7	4-9

\_\_\_\_\_



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H600

ORDER NO. 10660

DATE 3-10-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) A GLIMPSE OF THE RECREATION  
BUILDING FROM ACROSS THE BAY, LAKE  
GENEVA, WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SHOW TRAIL, IN SHADOW EFFECT. TAKE OUT BOAT, WIRES & POSTS IN CENTER FOREGROUND.  
CUT ABOUT AS MARKED AT TOP AND BRING LIMB OF TREE AT RIGHT DOWN, SOMEWHAT AS ON  
CARD NO. 7A-H416.

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

13

ORDER NO. 10660  
SET NO. 10660  
THE SET NO. 10660 IS  
IN THE ONLY WAY EACH OTHER  
TO MAKE AN ATTRACTIVE SET.

Best

ESTIMATE			
MAR 14 1938		MAR 14 1938	
CONTRACT NO.		MAR 14 1938	MAR 14 1938
RECEIVED	211 5	211 17	211 18
RECEIVED	82	3 - 29	3 - 30 47
RECEIVED	225 1½		31 March
RECEIVED	216 8½	4-6	4-8

only print

6 M

ST  
179



NO. 8A-H601

ORDER NO. 10660

DATE 3-10-1938

12 $\frac{1}{2}$  M ART COLORTONE POST C R'S, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MUNICIPAL RECREATION  
BUILDING, LAKE GEN VA, WISCONSIN

PRIVATE NO. BEFORE TITLE: 1715

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

COLOR BLDG. AS 4A-H196 ATTACHED. TAKE OUT LIGHT POST AT RIGHT. BE SURE TO SHOW LIGHT THROUGH THE THREE ENTRANCES OF BUILDING, DO NOT CLOSE UP.

SUBMIT: RET. PHOTO **YES** B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS  PAT. NO. 1,297,775

Photo in CP-1890

5  
184



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H602

ORDER NO. 10660

DATE 3-10-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~THE~~ HIGH SCHOOL, KENOSHA,  
WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 703

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 107721. TAKE OUT TREES AT LEFT, ALSO SIDEWALK & LAWN, AS  
STREET HAS BEEN WIDENED AND IS ALL CONCRETE NOW.

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

12  
see next page for instructions  
to make an attractive set.

ESTIMATE

MAR 18 1938

DATE	TIME	DATE	TIME
MAR 18 1938		MAR 18 1938	
	6½		
	8½	3-29	3-30 11.7.
32	1½		4-1
44	8½	4/6/38	4/7/38

*Submitted*

7-

183







NO. 8A-H604

ORDER NO. 10660

DATE 3-10-1938

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) SHORE PATH AT ELEANOR CAMP,  
LAKE GENEVA, WISCONSIN

PRIVATE NO. BEFORE TITLE: 1743

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

GIVE SPECIAL ATTENTION TO WILD FLOWERS & FOLIAGE ALONG THE FOOT PATH AND AT BASE OF TREES. TAKE OUT BOAT BEHIND TREE AND BRING IT OVER TO THE LEFT SO ENTIRE B AT WILL SHOW. SHOW A MOTOR BOAT AND A FEW SMALL SIZ SAIL BOATS.

SUBMIT: RET. PHOTO **YES** B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

orders for the purpose. Please  
see to it that all your repre-  
sentatives are uniformly dressed  
in harmony with the color  
to make an aggressive set.

6 M

5179



E. A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H605

ORDER NO. 10660

DATE 3-10-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE AT OLIVET CAMP,  
LAKE GENEVA, WISCONSIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 1740

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

CUT AT TOP & LEFT ABOUT AS MARKED. SHOW FENCE & STEPS AT LEFT. TAKE OUT  
OBJECT IN ROAD AND WOOD HORSES, ETC. AT RIGHT. ALSO WIRE IN SKY. SHOW PATH  
AT RIGHT, NOT TOO PRONOUNCED. SHOW COLORED FLOWERS IN CENTER, SEE SAMPLE  
ATTACHED.

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

13  
ORDER NO. 10660  
SEE TO IT THAT ALL THE  
THINGS ORDERED ARE  
IN HARMONY WITH EACH OTHER  
TO MAKE AN ATTRACTIVE SET.

ESTIMATE

ESTIMATE

MAR 16 1938

MAR 16 1938

CHICAGO

DATE

DATE

CHICAGO

MAR 16 1938

MAR 16 1938

CHICAGO

205

3

CHICAGO

82

3 - 29

3 - 30

CHICAGO

225

1 1/2

1 1/2

CHICAGO

202

8 3/4

4 - 6

4 - 7

DATE

*Submitted*

18



E.A. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H606  
ORDER NO. 10660  
DATE 3-10-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) MOONLIGHT ON LAKE GENEVA,  
FROM RECREATION BUILDING, LAKE GENEVA,  
WISCONSIN

PRIVATE NO. BEFORE TITLE: 1856

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 19 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SHOW REFLECTIONS XM OF MOONLIGHT ON POSTS. FULL MOON & REFLECTION IN THE  
WATER, SIMILAR TO 3A-H902, NOT EXACTLY LIKE IT, THOUGH,

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,724

ATTENTION!

13  
Order to the printer should  
be made by the customer  
before the printer can  
begin work. The printer  
will not be responsible  
for work not done  
to order.

Placed on  
20P2586  
20P2586

original

MAR 11 1938		MAR 15 1938	
DATE	TIME	DATE	TIME
MAR 15 1938	MAR 15 1938	MAR 15 1938	MAR 15 1938
206	5		
82	3 - 24	3 - 30	
36	1 1/2	4 - 7	4 8 WP

6 M

183



DATE 3-10-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)      CAPITOL DOME AT NIGHT.

MADISON, WISCONSIN

PRIVATE NO. BEFORE TITLE: ~~100~~ 700

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

BE SURE TO HAVE THE STATUE AT TOP OF DOME SHOW CLEARLY. THE ~~XXXX~~ WHOLE DOME IS ILLUMINATED BY A SPECIAL FLOOD LIGHT (SEE CARD ATTACHED). TAKE OUT ALL CARS. ADD FOLIAGE AS ON CARD ATTACHED.

THIS CARD TO HAVE BLUE BACKGROUND AS ON CARD ATTACHED.

SUBMIT: RET. PHOTO **YES** B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,754,773

R  
very bright

183



DATE 3-10-1938

12 $\frac{1}{2}$ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BRIDLE PATH ON THE MINNEHaha TRAIL

NOT: PENINSULA STATE PARK, DOOR  
COUNTY, WISCONSIN

PRIVATE NO. BEFORE UPPER TITLE: 806

COLOR DESCRIPTION

USE PHOTO NO. 112789

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO **YES** B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

## ATTENTION!

order for this customer. Please see to it that all sizes or negatives are uniform and colors are in harmony with each other to make an attractive set.

~~SECRET~~ MAR 5 1938

[illegible]

JUN 17 1938

20

9/3

183



COPYRIGHTED BY  
E.A.B. BISHOP,  
RACINE, WISCONSIN

NO. 8A-H609

ORDER NO. 10660

DATE 3-10-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)\*

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL GENEVA, LAKE GENEVA,  
WISCONSIN

PRIVATE NO. BEFORE TITLE: 1944

Small type: (C) E.A. Bishop

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. (MR. SLADEK: PLEASE SEE MR. KEPNER AND HE WILL  
EXPLAIN TO YOU WHAT CUSTOMER WANTS)

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

13  
Only for the customer. Please  
return the card to the company  
with the photograph. Colors are  
in harmony with each other  
to make an attractive set.

Photos in  
207 2587

colored

ESTIMATE

4244 1938

1938

DATE

MAR 17 1938

MAR 17 1938

8

82

3 - 30

3 - 30 27

31

1½

5-1

34

9

4-5

4-7

184



R. & R. NEWS CO., ATLANTA, GA.

NO. 8A-H610

ORDER NO. 10243

DATE 3-11-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) FORT McPHERSON, ATLANTA, GA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

FIRE STATION AND POST HEADQUARTERS: BLDG. IN RED BRICK. SERVICE CLUB WHITE FRAME. LEAVE OUT THE TRAFFIC LIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3  
order for the pictures. Please see to it that the pictures are uniform and others are in harmony with each other to make an attractive set.

ESTIMATE		AND WORK SCHEDULE	
MAR 16 1938		MAR 16 1938	
QUANTITY	UNIT PRICE	TOTAL	DATE
126	5	3-18	3-23
17		3-23	3-24
225	1 1/2		29 March
28	8 1/2		4-5-38



R. & R. NEWS CO., ATLANTA, GA.

NO. 8A-H611

ORDER NO. 10243

DATE 3-11-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) FAMOUS FIVE POINTS, ATLANTA, GA.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LEAVE OFF ALL BLURRED AND OLD STLYE AUTOMOBILES. ALSO WORMSER HAT AND OTHER ADS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Order for this service. Please  
note that all colors are  
types in uniform. Colors are  
in harmony with each other  
to make an attractive set.

*Larry Rush*

ESTIMATE			
MAR 10 1938			
DESCRIPTION	QTY.	UNIT PRICE	TOTAL
1. 1000 1000 1000	1	8	3-16
2. 1000 1000 1000	1	8	3-16
3. 1000 1000 1000	1	8	3-16
4. 1000 1000 1000	1	8	3-16
5. 1000 1000 1000	1	8	3-16
6. 1000 1000 1000	1	8	3-16
7. 1000 1000 1000	1	8	3-16
8. 1000 1000 1000	1	8	3-16
9. 1000 1000 1000	1	8	3-16
10. 1000 1000 1000	1	8	3-16
11. 1000 1000 1000	1	8	3-16
12. 1000 1000 1000	1	8	3-16
13. 1000 1000 1000	1	8	3-16
14. 1000 1000 1000	1	8	3-16
15. 1000 1000 1000	1	8	3-16
16. 1000 1000 1000	1	8	3-16
17. 1000 1000 1000	1	8	3-16
18. 1000 1000 1000	1	8	3-16
19. 1000 1000 1000	1	8	3-16
20. 1000 1000 1000	1	8	3-16
21. 1000 1000 1000	1	8	3-16
22. 1000 1000 1000	1	8	3-16
23. 1000 1000 1000	1	8	3-16
24. 1000 1000 1000	1	8	3-16
25. 1000 1000 1000	1	8	3-16
26. 1000 1000 1000	1	8	3-16
27. 1000 1000 1000	1	8	3-16
28. 1000 1000 1000	1	8	3-16
29. 1000 1000 1000	1	8	3-16
30. 1000 1000 1000	1	8	3-16
31. 1000 1000 1000	1	8	3-16
32. 1000 1000 1000	1	8	3-16
33. 1000 1000 1000	1	8	3-16
34. 1000 1000 1000	1	8	3-16
35. 1000 1000 1000	1	8	3-16
36. 1000 1000 1000	1	8	3-16
37. 1000 1000 1000	1	8	3-16
38. 1000 1000 1000	1	8	3-16
39. 1000 1000 1000	1	8	3-16
40. 1000 1000 1000	1	8	3-16
41. 1000 1000 1000	1	8	3-16
42. 1000 1000 1000	1	8	3-16
43. 1000 1000 1000	1	8	3-16
44. 1000 1000 1000	1	8	3-16
45. 1000 1000 1000	1	8	3-16
46. 1000 1000 1000	1	8	3-16
47. 1000 1000 1000	1	8	3-16
48. 1000 1000 1000	1	8	3-16
49. 1000 1000 1000	1	8	3-16
50. 1000 1000 1000	1	8	3-16
51. 1000 1000 1000	1	8	3-16
52. 1000 1000 1000	1	8	3-16
53. 1000 1000 1000	1	8	3-16
54. 1000 1000 1000	1	8	3-16
55. 1000 1000 1000	1	8	3-16
56. 1000 1000 1000	1	8	3-16
57. 1000 1000 1000	1	8	3-16
58. 1000 1000 1000	1	8	3-16
59. 1000 1000 1000	1	8	3-16
60. 1000 1000 1000	1	8	3-16
61. 1000 1000 1000	1	8	3-16
62. 1000 1000 1000	1	8	3-16
63. 1000 1000 1000	1	8	3-16
64. 1000 1000 1000	1	8	3-16
65. 1000 1000 1000	1	8	3-16
66. 1000 1000 1000	1	8	3-16
67. 1000 1000 1000	1	8	3-16
68. 1000 1000 1000	1	8	3-16
69. 1000 1000 1000	1	8	3-16
70. 1000 1000 1000	1	8	3-16
71. 1000 1000 1000	1	8	3-16
72. 1000 1000 1000	1	8	3-16
73. 1000 1000 1000	1	8	3-16
74. 1000 1000 1000	1	8	3-16
75. 1000 1000 1000	1	8	3-16
76. 1000 1000 1000	1	8	3-16
77. 1000 1000 1000	1	8	3-16
78. 1000 1000 1000	1	8	3-16
79. 1000 1000 1000	1	8	3-16
80. 1000 1000 1000	1	8	3-16
81. 1000 1000 1000	1	8	3-16
82. 1000 1000 1000	1	8	3-16
83. 1000 1000 1000	1	8	3-16
84. 1000 1000 1000	1	8	3-16
85. 1000 1000 1000	1	8	3-16
86. 1000 1000 1000	1	8	3-16
87. 1000 1000 1000	1	8	3-16
88. 1000 1000 1000	1	8	3-16
89. 1000 1000 1000	1	8	3-16
90. 1000 1000 1000	1	8	3-16
91. 1000 1000 1000	1	8	3-16
92. 1000 1000 1000	1	8	3-16
93. 1000 1000 1000	1	8	3-16
94. 1000 1000 1000	1	8	3-16
95. 1000 1000 1000	1	8	3-16
96. 1000 1000 1000	1	8	3-16
97. 1000 1000 1000	1	8	3-16
98. 1000 1000 1000	1	8	3-16
99. 1000 1000 1000	1	8	3-16
100. 1000 1000 1000	1	8	3-16

JUN 17 1938

JUN 17 1938

11 - 3 1/2  
12 - 4 1/2

*March*

120



R. & R. NEWS CO., ATLANTA, GA.

NO. 8A-H612

ORDER NO. 10243

DATE 3-11-1938

25 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.  
U.S. VETERANS HOSPITAL #48,  
TITLE (IN FULL) ATLANTA, GA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I  
R. M. YES  
SAME AS ABOVE  
IMPRINT

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLOR OF BUILDING. RED BRICK WITH RED TILE ROOF. TAKE OUT ALL AUTOS.  
ABOVE PEN MARK IN FRONT OF BUILDING IS A BEAUTIFUL  
BED OF TULIPS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3  
other...  
see to it...  
five...  
in harmony with...  
to make an attractive set

ESTIMATE			
MAR 18 1938			
CHARGE TO		MAR 18 1938	MAR 18 1938
RECEIVED			
RECEIVED	M 5	3-16	4-3
RECEIVED	82	3-25	3-26 A.T.
RECEIVED	225 1/4		29 Hoid
RECEIVED	27 8		4-3

Q. 179  
184



21

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL No. <b>8A-H613</b> <del>XXXX</del>	ORDER NO. 10668	DATE 3-11-1938	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	PHOTO RETURNED
	CUSTOMER NATIONAL BISCUIT CO. NEW YORK CITY, N.Y.						
	200 M POST CARDS	SIZE $3\frac{1}{2} \times 5\frac{1}{2}$	STYLE ART COLORTONE WHITE BORDER (All of this on address side)				
	PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full THE HOME OF SHREDDED WHEAT AT NIAGARA FALLS, N.Y.		FRONT NO. SPECIAL R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint <u>No Imprint</u>				
PHOTO USED FOR	RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout		Negative — Line — Halftone — Combination. <span style="float: right;">Screen 120</span> Dry — Wet — Pancromatic — Color Separation. <span style="float: right;">133</span> Transfer — Paper Process — New Process. <span style="float: right;">150</span> Stripping — White Border — Full Face. <span style="float: right;">175</span> Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue			TO	
	COLOR DESCRIPTION  MAKE DIRECT COLOR SEPARATION FROM COLORED COPY SUPPLIED BY CUSTOMER. SEE C.T. SR. OR MR. HOCHMAGNER. <del>MAKE</del> SEE INSTRUCTIONS ATTACHED.						
RETURN PHOTO	<div style="text-align: center; color: red; font-size: 2em; font-family: cursive;">very poor</div>						

2,500—1-2-38

MAR 15 1938

Lo 2  
 H.C. 7  
 2-4  
 A 16

181



DATE 3-12-1938

6 M ART COLORTONE, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (AT TOP)

HIDDEN RIVER IN HIDDEN RIVER  
CAVE, ~~MA~~ HORSE CAVE, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **1** R. M. **YES**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

[illegible]

179  
18



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO. 8A-H615

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE SPANISH BALCONY,  
MAMMOTH ONYX CAVE, HORSE CAVE, KY.  
(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE & CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Order for this set of  
cards for the purpose of  
seeing in color the  
pictures set on four  
in harmony with each other  
to make an attractive set.

DATE RECEIVED		DATE SHIPPED	
		MAR 15 1938	MAR 15 1938
	4	1	3-10
	23		3-29
	225	1/2	31
	30	8	4-9-38

JUN 17 1938

179  
184



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO. 8A-H616

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HELICTITE GALLERY, FLOYD  
COLLINS' CRYSTAL CAVE, HORSE CAVE, KY.  
(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE & CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,773

ATTENTION

order for this... Please  
see to it that...  
tives are...  
in harmony with...  
to make an aggressive...

OPERATION		DATE	
COMPLETED TIME	DATE	DATE	DATE
		MAR 16 1938	MAR 16 1938
	211	1 1/2	7/11 at 25 SE
	83	3-26	3-28 AT
	220	1 1/2	30 Mar
	213	8	4-13-38

JUN 17 1938

30

179  
180



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO. 8A-M617

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SUNSET DOME IN HIDDEN RIVER  
CAVE, HORSE CAVE, KY.

(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO EXTRA PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Order for the pictures. Please  
see to it that all pictures  
lives are uniform and consistent  
in harmony with each other  
to make an attractive set.

ESTIMATE

DATE	TIME	DATE	TIME
MAR 18 1938		MAR 18 1938	
13	3	3-1	
8		3-29	3-30
225	1/4	2 April	
27	8	4-12	Btt

JUN 17 1938

*Very much*

179  
188



DATE 3-12-1938

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PHOTO PROPERTY OF CUSTOMER

SEE TISSUE AND CARD ATTACHED.

RETURN PHOTO.

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

9

MAR 13 1932

2

3 - 16

3-268

8-

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

3-28

3. 29 K.A.

225

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31 Nov.

38

8

4. - 7

4-9

JUN 17 1938

20



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO 8A-H619

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO HIDDEN RIVER  
CAVE, HORSE CAVE, KY.

(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO EXTRA PHOTO, ALSO CARD A TTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

order for this card. We see to it that all negatives are uniform and in harmony with each other to make an attractive set.

MAKED

Dept.

Time Required

1

APR

1

1

MAR 16 1938

MAR 16 1938

DATE	TIME	NO.	PRICE	DATE	TIME	NO.	PRICE
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28
MAR 16 1938	1/2	3-10	3-28	MAR 16 1938	1/2	3-10	3-28

AS

Large red signature

179  
184



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO. 8A-H620

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GYPSUM FLOWER, FLOYD COLLINS

CRYSTAL CAVE, HORSE CAVE, KY.

(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES

IMPRINT SAME AS ABOVE.

PHOTO E 1150

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO EXTRA PHOTO, ALSO CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ESTIMATE

Est. Date. Closed

MAR 12 1938

MAR 12 1938

DESCRIPTION	EST. TOTAL	DATE PAID	DATE PAID
EST. TOTAL		MAR 12 1938	MAR 18 1938
EST. TOTAL	1/4		
EST. TOTAL	2	3-18	3-24
EST. TOTAL	82	3-31	4-1
EST. TOTAL	1/4		
EST. TOTAL	8		

EST. TOTAL

DATE PAID

DATE PAID

EST. TOTAL

DATE PAID

DATE PAID

5-188



MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.

NO. 8A-H621

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) STALACTITE GALLERY, MAMMOTH  
ONYX CAVE, HORSE CAVE, KY.  
(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE AND CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

9  
order for this set. Please  
see to it that all of the  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		MAR 16 1938	
DESCRIPTION	EST. TIME	DATE	DATE
EXP. ON FILM, 1/4 IN. UP		MAR 16 1938	MAR 16 1938
PRINTING	1/4		
RETOUCHING	2 1/2	3-23	3-26
PROOFING	2	3-28	3-29
DELIVERY	2 1/2		31 March
TOTAL	216 8	4-8	4-15

DATE PAID

MAR 16 1938

D.

M

184



MAMMOTH ONYX CAVE,  
MAMMOTH HORSE CAVE, KY.

NO. 8A-H622

ORDER NO. 10678

DATE 3-12-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PARADISE GARDEN AND  
GIANT'S FUR COAT, MAMMOTH ONYX CAVE,  
HORSE CAVE, KY.  
(AT TOP)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE & CARDS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

9  
order for this set. Please  
be to it that all the  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
MAR 15 1938			
DESCRIPTION	QTY	UNIT PRICE	TOTAL
ORDERED BY		MAR 16 1938	MAR 16 1938
PRICE		1/4	
DELIVERY	211	2	711 24
			5-255
	83		3-26
			3-28 48
	39 1/2		
	8	4-8	4-9

ST.  
PM 180  
184



10/24/38

\$

NO. 8<sup>A</sup>-H623

A. HIRSCHWITZ, NEW ORLEANS, LA.

ORDER NO. 10280

DATE 3-12-1938

25 POST CARDS	ART COLOR TONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL)	IMPRINT SAME AS ABOVE	
(C) C.T. & Co.	TITLE: GREETINGS FROM NEW ORLEANS, LA.	
	BOT. OF MESSAGE SPACE: NEW ORLEANS - AMERICA'S MOST INTERESTING CITY	
	PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF ~~RET. PHOTO~~ RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ESTIMATE		Curt. Dev. Co.	
Date		Date	
MAR 30 1938	MAR 30 1938		
9			
229 8	3 - 30	4 - 12	8
	11 13	4 - 14	4
36 15	4 - 15	4 - 18	WP

JUN 1, 1938

1/A-H-1230

ST  
1/28



A. HIRSCHWITZ, NEW ORLEANS, LA.

NO. 8A-H624

ORDER No. 10280

DATE 3-12-1938

25 MPOST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No 1

R. M.

YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: SKY LINE OF NEW ORLEANS FROM RIVER

BOT. OF MESSAGE SPACE: NEW ORLEANS -

~~AMERICA~~ AMERICA'S MOST INTERESTING CITY

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

MAR 16 1938		MAR 16 1938	
COMPLETED		COMPLETED	
MAR 16 1938		MAR 16 1938	
5 1/2		3 - 30	
82		3 - 31	
225 1/2		1 April	
28 9		4 - 8 - 8	

JUN 1 1938

20

ATTENTION!

3  
Make the following photo  
send it to the  
five (5) copies of the  
in return you will receive  
to make an album.

Very  
Rush

X

184



A. HIRSCHWITZ, NEW ORLEANS, LA.

NGA-H625

ORDER NO. 10280

DATE 3-12-1938

25 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No 1

R. M.

YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: MUNICIPAL AUDITORIUM, NEW ORLEANS, LA.

BOT. OF MESSAGE SPACE: NEW ORLEANS & AMERICANS MOST INTERESTING CITY

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

order for this card. Please see to it that all card-titles are uniform and arranged in harmony with the picture to make an attractive set.

12

OPERATION		EST. TIME		COMPLETED	
		DATE	TIME	DATE	TIME
ORDERING THE SET UP				MAR 18 1938	MAR 18 1938
PRINTING		12	6	3-18	3-29 SE
DELIVERING		82		3-30	3-31 1/2
TOTAL		225	1 1/2		
		24	8 1/2	4-11	28 1/2

very rush

12

APR 1938



A. HIRSHWITZ, NEW ORLEANS, LA.

NO. 8A-H626

ORDER NO. 10280

DATE 3-12-1938

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

See title on tissue also

JACKSON SQUARE, NEW ORLEANS, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

TITLE: JACKSON SQUARE, NEW ORLEANS, LA.

BOT. OF MESSAGE SPACE: NEW ORLEANS -  
AMERICA'S MOST INTERESTING CITY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3

PLEASE PRINT NAME AND ADDRESS  
ON THE ADDRESS SIDE OF THE CARD  
IN BLOCK LETTERS AND IN FULL  
GLOBE PHOTO SERVICE CO.

*Very Rush*

*Lix Key*

*X*

ESTIMATE				Cost Dept. Checked
DATE	TIME	DATE	TIME	
MAR 18 1938		MAR 18 1938		
3	0	3-18	1-29 ST	
62		3-30	3-31 ST	
235	12		1 April	
41	9	4-11-38	4-14-38	
JUN 1 1938				
20				







CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. 8A-H628

ORDER NO. 10313

DATE 3-15-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BENJAMIN FRANKLIN HOTEL  
SEATTLE, WASHINGTON

25M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BENJAMIN FRANKLIN HOTEL, SEATTLE, WASHINGTON

FRONT NO.

5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

RE 42  
10

#24

MAR 16 1938

183



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H629 ORDER NO. 10315 DATE 3-15-1938

CUSTOMER ED. STRASSBURG  
NORTH MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 POST CARDS

SIZE

3½ x 5½

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full "SAMMY", THE GIANT APE

BOT-THE APE WITH THE HUMAN BRAIN

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*Push*

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

2,500—1-2-38

MAR 16 1938



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 8A-H630

ORDER NO. 10700

DATE 3-15-1938

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MINERAL WATER DISPENSING

FOUNTAINS, HALL OF SPRINGS, SARATOGA  
SPA, SARATOGA SPRINGS, N.Y.

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN  
UPPER BORDER: 187

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FLOOR PALE YELLOW TERAZZO (SIDE OF FOUNTAINS SAME). COUNTER TOP BLACK TILE  
& LOWER BAND. PILLARS YELLOW MARBLE, BLACK BASE. FOUNTAINS, BASE & TOP  
CHROMIUM. CENTER PART GLASS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,773

DATE	TIME	FILE	RECORDED
MAR 15 1938			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11	6	3-16	3-20-38
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31	1 1/2	3-31	3-31
32	9		4-6-38

DATE

DATE

DATE

DATE

DATE

184



NO. 8A-H631

ORDER No. 10700

DATE 3-15-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BRIDLE PATH CROSSING  
GEYSER CREEK, SARATOGA SPA, SARATOGA  
SPRINGS, N. Y.

PRIVATE NO.  $\frac{3}{4}$ " FROM RIGHT EDGE IN  
UPPER BORDER: 188

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

TRY TO SHOW FOLIAGE ON LEAFLESS TREES

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

COUNTY	TOWNSHIP	RANGE	SECTION	ACRES	DATE	REMARKS
CLATSOP					MAY 1908	MAR 1938
SUBDIVISION	1/4	5	3-18	3-22		
PROVIDENCE	22		3-23	3-24		
BURNING	32	1/2		3-25		
WATER	216	8 1/2	4-1	4-5		

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

[illegible]

*[Faint handwritten notes at the bottom of the page]*

62

11. How do you feel about the way the world is changing?



NO. 8A-H632

LEVIN BROTHERS, TERRE HAUTE, IND.

ORDER NO. 10706

DATE 3-15-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. Yes

TITLE (IN FULL) ~~NEW STATE LABORATORY, TERRE~~  
~~HAUTE, IND.~~

IMPRINT SAME AS ABOVE

THE LABORATORY SCHOOL, INDIANA  
STATE TEACHERS COLLEGE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BUILDING: TAN VARIGATED BRICK. TRIM: CONCRETE. FOLIAGE AND LAWN: GREEN.  
BILLOWY CLOUD EFFECT. WHITE WINDOW TRIM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF Yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,773

*[Handwritten notes and stamps on the back of the photo ticket]*

MAR 15 1938		MAR 16 1938	
13	3	3-16	3-16
62		4-4	4-4
28	1/4		
9		4-15	3-15
JUN 1 1938			

*[Additional handwritten notes and stamps at the bottom of the page]*



[illegible]



NO. 8A-H634

SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND, OHIO

ORDER NO. 10321

DATE 3-16-1938

25 M POST CARDS

ART COLORTONE

FULL FACE 3 9/16 X 5 9/16

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. YES

same as  
JH672TITLE (IN FULL) THE GREAT SHIP "SEE AND BEE",  
BETWEEN BUFFALO, CLEVELAND, AND CHICAGO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 111

SMALL TYPE: (C) BY DANLEY BROS.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,297,775

DATE	TIME	DATE	TIME
MAR 24 1938	MAR 24 1938	MAR 31 1938	MAR 31 1938
2 2 1/2	3 - 24	4 - 8	4 - 13 1/2
2 2 1/2	4 - 22	4 - 22	5 - 2 W & W
3 1/2 + 36	15	4 - 27	

DATE

By

MAKEOVER

Charge to Ret. Date

1.00 1.00 1.00 1.00

RECEIVED 10 1/2

Returned to Care Unit

APR 16 1938

54 H 634

31-115

4A-11574

24M 1.1

1.1 1.1



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H635 ✓ ORDER NO. 10320 DATE 3-16-1938

CUSTOMER B.V.D. CORPORATION  
NEW YORK CITY, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

13M 500 PC.

SIZE

3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*see page 100 - sketch*  
*make DK. Blue impression*  
*very good*  
*Hand color must be*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

577

Ref 8  
# 13  
# 12

# 24



NO. 8A-H636

RUPPENTHAL STUDIO & CAMERA SHOP,  
BERKELEY SPRINGS, W. VA.

ORDER NO. 10735

DATE 3-16-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PARK VIEW INN, BERKELEY  
SPRINGS, W. VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

2CH-699

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

DATE	TIME	DATE	TIME
MAR 21 1938		MAR 21 1938	
		MAR 21 1938	
	4		288
82		3-30	3-30 49
32	1/2	3-31	
28	8 3/4	4-8	4-8

JUN 7 1938

DATE

DATE

DATE

DATE

1

5/27/49

MS

ST  
Rm 1804  
189



DESERT BOOK COMPANY, SALT LAKE CITY, UTAH

NO. 8A-H637

ORDER NO. 10745

DATE 3-16-1938

12 M 500 POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES

TITLE (IN FULL) ROMANTIC ALTA, UTAH, NEAR  
SALT LAKE CITY

IMPRINT SAME AS ABOVE

BOT-COME UP AND SKI ME SOMETIME.

PRIVATE NO. BEFORE TITLE: 874

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

\*\*\*\*\*

IT IF WILL IMPROVE THIS CARD, WORK THE SKIER INTO THE  
FOREGROUND. MAKE AN ATTRACTIVE COLOR JOB.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo w 8AH2484

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Approved

ITEM	EST. TIME		DATE	DATE
	Cl. No.	Time Allowed	ESTIMATED	ACTUAL
CHARTERED BUS SET UP			MAR 7 1938	MAR 2 1938
TRUCK				
TRUCKING	11	4	3-26	3-26.5
PHOTOGRAPHY				
BLANKET	23		3-28	3-28.45
TRAVEL				
HAND COL. PROOF	22	1		29/11/38
ARTIST FEE	39	8	3-2	3-6

DATE ESTIMATE GIVEN

DATE PAID

DATE PAID (SEE INVOICE)

DATE PAID (SEE INVOICE)

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

RH 187  
189



DESERET BOOK COMPANY, SALT LAKE CITY, UTAH

NO. ~~8A~~ H638

ORDER NO. 10745

DATE 3-16-1938

12<sup>M</sup> 500 POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AMPHITHEATRE AT ALTA,  
UTAH, NEAR SALT LAKE CITY

BOT-COME UP AND SKI ME SOMETIME

PRIVATE NO. BEFORE TITLE: 875

ART COLORTONE

(ALL OF THIS ON THE ADDRESS SIDE)

WHITE BORDER

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

IF POSSIBLE WORK IN A FEW VERY SMALL SKIERS ON CENTER HILL. ALSO EMPHASIZE SKI  
TRAILS IN SNOW ON HILL AT RIGHT. COLORS: MAKE AS ATTRACTIVE AS POSSIBLE. THE  
SKY IS VERY BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

order for this customer. Please  
see to it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

MAR 21 1938

DATE

MAR 21 1938

DESCRIPTION	EST. TIME	DATE	DATE
COMPOSING, SET UP		MAR 21 1938	MAR 21 1938
WATCH			
WATCHING	14	4	3-21
WATCHING			3-26
WATCHING			
WATCHING	83		3-28
WATCHING			
WATCHING	225	1/4	
WATCHING	30	8	4-2-38
WATCHING			4-4-38

DATE

DATE

ST  
R.M. 187  
189



NO. 8AH639

C.T.

ORDER NO. 10357

DATE 3-17-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) CHRISTMAS GREETINGS

IMPRINT NONE

② C.T. & Co

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,754,775

7-4

MAR 22 1938

MAR 22 1938

EST. TIME	DATE	DATE	DATE
No.   Time allowed	DATE	DATE	DATE
	MAR 22 1938	MAR 22 1938	
205	7	3-22	4-58
24	11		4-21-38

DATE RECEIVED: C.T.

DATE PAID

By

DATE PAID Returned to Customer

205-4 1/2  
5 2 1/2

Red handwritten mark resembling a stylized 'R' or '2'.



Sheet 5x7

C.T.

NO. 8A-H640

ORDER NO. 10357

DATE 3-17-1938

6 M

POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M.

NO

TITLE (IN FULL) MERRY CHRISTMAS AND HAPPY  
NEW YEAR

IMPRINT NONE

© C.T. & Co

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

9511

MAR 22 1938

DESCRIPTION	QTY	TIME	DATE	REMARKS
COMPOSING TYPE SET UP			MAR 22 1938	MAR 22 1938
PRINTING		1/2		
TWO COLOR	3	8	3-22	4-55
PROOFING				
BLANKET	83		4-5	4-140
MAKING UP	225	1 1/4		14 typ
REPRODUCTION	21	10		4.23

DATE PAID 3-21-38

21

191



NO. 8A-H641

C.T.

ORDER NO. 10357

DATE 3-17-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) WISHING YOU A MERRY CHRISTMAS  
AND A HAPPY NEW YEAR

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Get Dept. Checked

MAR 22 1938

WORK SCHEDULE

MAR 10 1938

DESCRIPTION	EST. TIME (Hrs. No. Time / Low)	DATE	DATE COMPLETED
COMPLETING THE SET UP		MAR 22 1938	MAR 22 1938
STOCK	1/4		
WATCHING	5	7-22	8-28
PROOFING			
BEHIND REWORKING	10	4-5	4-6
REWORKING			
WASH COLOR PROOF	225	1 1/4	13
ARTIST COST.	203	1 1/2	4-22

DATE ORDERED

DATE PAID

JUN 1 1938

By

20

DATE PAID

*Handwritten signature and initials*

191



587  
2

NO. 8A642

C.T.

ORDER NO. 10357

DATE 3-17-1938

6 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) MERRY CHRISTMAS AND A  
HAPPY NEW YEAR

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS PAT. NO. 1,297,775

ESTIMATE

Cost Dept. Cleveland

AND WORK SCHEDULE

DESCRIPTION	EST. TIME	DATE	COMPLETED
COM. DESIGN SET UP		MAR 22 1938	MAR 22 1938
REVISIONS	5	3-22	4-5-38
REVISIONS	5	4-5	4-8-38
REVISIONS	225	13/4	14
REVISIONS	21	11	4-23

DATE ESTIMATE PREPARED

DATE FILED JUN 17 1938


DATE WORK SCHEDULE PREPARED

DATE

DATE Photo Returned to Customer

5



5x7 

C.T.

NO. 8A-H643

ORDER NO. 10357

DATE 3-17-1938

6 MPOST CARDS		ART COLOORTONE		FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1		R. M. NO	
TITLE (IN FULL) MERRY CHRISTMAS AND A HAPPY YEAR		IMPRINT NONE			
		PHOTO PROPERTY OF C.T.			

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

*Handwritten: 7/11* **ESTIMATE** *Calc Dept. Chicago*

*Handwritten: 7/11* **SCHEDULE** *By* *Handwritten: 7/11* *Date* *Handwritten: 7/11*

DESCRIPTION	EST. TIME	EST. DATE	EST. PRICE
CHICAGO		MAR 22 1938	MAR 22 1938
RAPOURING	5	7	4-55
PRINTING	22	41-5	4-8 HT.
REPRODUCTION		15/4	
ART. COST.	22	11	4-21

*Handwritten: 7/11* **DATE** *Handwritten: 7/11* **1938**

*Handwritten: 7/11* **DATE** *Handwritten: 7/11* **1938**

*Large handwritten 'R' or 'B' mark*

*Handwritten 'X' mark*



NO. 8A-H64<sup>4</sup>

C.T.

ORDER NO. 10357

DATE 3-17-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1 R. M. NO

TITLE (IN FULL) MERRY CHRISTMAS

IMPRINT NONE

© C.T. Co

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

# ESTIMATE

Est. Dept. [Signature]

MADE BY [Signature]

Date [Signature]

QTY.	TIME	DATE	REMARKS
1	1/2	MAR 22 1938	MAR 22 1938
1	7	3-22	4-536
1	8.3	4-5	4-745
1	225	1 1/2	13 typ
1	25	10 1/2	4-1-174

20

5 - 3/40

M

X

ST  
19



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON, TEXAS

NO. 8A-H645

ORDER NO. 10344

DATE 3-16-1938

12 M 500 POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) HEART OF HOUSTON, TEXAS  
LARGEST CITY

IMPRINT SAME AS ABOVE

BOT-ESPERSON-SECOND NATIONAL BANK AND GULF  
BUILDING

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 1169-30. TAKE OUT BUILDING ROOFS AT BOTTOM, MAKING IN THIS SPACE  
THE STREET WITH UP TO DATE AUTOS IN IT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

ATTENTION!

Order for this material. Please  
see to it that all the  
divers are uniform and colors are  
in harmony with each other  
to make an accurate set.

ESTIMATE			
NO WORK REQUIRED			
DATE	EST. TIME	EST. COST	EST. COLLECTED
11	4 1/2	3-24	3-32 00
13		3-31	3-31 00
81	1 1/2	4-00	
9			

DATE Paid

JUN 1 1938

DATE Photo Is sent to Customer

*Byline*



SEAWALL SPECIALTY CO., HOUSTON AND GALVESTON, TEXAS

NO. 8A-H646

ORDER NO. 10344

DATE 3-16-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) THEATRICAL DISTRICT,  
HOUSTON, TEXAS

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 2A-H195. MAKE INTO A DAY SCENE. REMOVE OLD AUTOS AND PUT IN THEIR  
PLACE UP TO DATE ONES. PUT AS MANY AUTOS IN THE DAY SCENE AS THERE ARE NOW IN THE  
NIGHT SCENE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

2 Subjects on  
order for this material. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

DESCRIPTION	EST. TIME		DATE COMPLETED
	1 H.	Time Allowed	
CHARACTER TYPE SET UP			
RETOUCHING			
PHOTOGRAPHING			
MANIPULATING			
RETOUCHING			
MANIPULATING			
RETOUCHING			
MANIPULATING			
RETOUCHING			
MANIPULATING			

DATE RECEIVED BY CARD  
DATE PAID  
DATE RECEIVED BY CARD  
DATE PAID



CURT TEICH & COMPANY, Inc. 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H646 ORDER NO. 14150 DATE 6-23-1938

CUSTOMER D.J. WOODS  
HOTEL SHELDON  
WILDWOOD, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 500 POST CARDS SIZE

3 1-2 X 5 1-2

STYLE ART-COLOR-TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL SHELDON, WILDWOOD, NEW  
JERSEY ETC. AS PER SKETCH ATTACHED

*see sketch*

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED AND CORRECTIONS  
THERE UPON

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*Handwritten: R*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Handwritten notes:*  
LQ 1/2  
Rat 3 1/2  
Lc 1 1/2  
Lat 9 1/2

*Handwritten signature:*  
G. W. W.



DUNKIRK CONFERENCE GROUNDS, DUNKIRK, N.Y.

NO. 8A-H647

ORDER NO. 10752

DATE 3-17-1938

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S-EYE VIEW OF THE  
DUNKIRK CONFERENCE GROUNDS,  
DUNKIRK, NEW YORK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*Take out poles & wires, & lawn mowers.*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Cost Estimate	
DATE		DATE	
MAR 21 1938		MAR 21 1938	
DESCRIPTION	EST. TIME	EST. COST	ACT. COST
CONV. & TYPE SET UP		MAR 21 1938	MAR 21 1938
REWORKING	205 3/4	3-21	3-24
PHOTO LITHO	82	3-24	3-25 H.T.
REWORKING	225 1/4		28 March
ART. COST.	28 8 1/2	3-31-8	

4/2/38

JK

189



DATE 3-17-1938

25 M POST CARDS

ART COLORTONE

~~XXXXX~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL)

IMPRINT ~~SAME~~ AS ABOVE

TITLE: MIMOSAS AT THEIR BEST, JUNE 10  
TO JULY 15, ON STREET ENTERING  
MORGANTON, N.C. "THE MIMOSA CITY",  
U.S. HIGHWAYS #64 AND #70.

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

THE BLOSSOMS OF THE MIMOSA ARE FEATHERY IN APPEARANCE, & TO GIVE YOU AN IDEA OF THEIR SHAPE ATTACHED IS CARD SHOWING BLOSSOMS OF POINCIANA TREE, WHICH BELONGS TO THE SAME FAMILY. DO NOT USE THIS CARD AS ILLUSTRATION OF THE COLOR OF THE MIMOSA BLOOMS, FOR THEY ARE A DEEP PINK COLOR, NOT RED. SEE TINTED PHOTO ATTACHED. THIS TINTED PHOTO IS TO GIVE AN IDEA OF COLOR OF BLOSSOMS. TINT IS TOO LIGHT. MAKE DEEPER PINK. BLOSSOMS SPIKE SHAPED - FORMING SORT OF PUFF BALL. LEAVES OF MIMOSA ARE SLIGHTLY DARKER GREEN THAN ON TINTED PHOTO.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

~~VES~~ RETURN PHOTO ~~VTS~~

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,771

# TESTIMONY

Carl Engel, 1840-1916

MAK

THE UNIVERSITY OF CHICAGO

	E.T. TIME		DATE COMPLETED
MAR 22 1938			MAR 22 1938
205	5	3-22	7-26-38
206		3-29	3-29-38
207	1 1/2	4-23	8 Apr 4-27

Col + physical 5/14/38

193

14



SANBORN SOUVENIR CO. DENVER, COLO.

NO. 8A-H649

ORDER NO. 10776

DATE 3-18-1938

12 Post Cards

C. T. ART COLORTONE

WILLIAMS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

NO

SAME AS ABOVE  
TITLE\* FALL RIVER CANON BETWEEN MUMMY  
RANGE AND TRAIL RIDGE. VIEW FROM TRAIL  
RIDGE MUSEUM, ELEV. 11,797 ft.

PRIVATE NO. BEFORE TITLE --- 2268

customer

PHOTO PROPERTY OF

KEEP ORIGINAL SKY. HILLS IN EXTREME DISTANCE DARK BLUE. HIGH SLOPES CLOSE BY  
ARE GREEN TO BROWNISH. DON'T GET THEM TOO MUCH A SPREAD ONE OF ONE COLOR. THE  
ROAD IN DISTANCE NOT IMPORTANT? IT'S ABANDONED. WHERE ROCKS OUTCROP IN HILLS  
THEY ARE DARK GRANITE. PINES IN VALLEY ~~STATE~~ DARK BLUE GREEN. IN FOREGROUND  
THE VEGETATION IS DARK GREEN WITH LIGHTER BROWN TO GREEN GROUND. GET OUTLINE AND  
CONTOUR OF HILLS CORRECT AND CLEAR IN OUTLINE. USE SECTION MARKED ON FRONT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,773

ATTENTION!

ORDER ON  
ORDER FOR THE ORDER. Please  
be sure to get all your order  
filled in properly and return it  
in duplicate with each order  
to make an attractive set

ESTIMATE

DATE 3-18-38

WORK SCHEDULE

DESCRIPTION	EST. TIME	ACT. TIME	DATE
GRAND POND, NEW YORK			
WATER			
WATER	15	1	3-24
WATER			3-31-38
WATER	12		3-31
WATER			4-1-38
WATER			
WATER	30	9	5-18-38
WATER			5-20-38

DATE 3-18-38

DATE 3-18-38



SANBORN SOUVENIR CO., DENVER, COLD.

NO. 8A-H650

ORDER NO. 10776

DATE 3-18-1938

12<sup>1</sup>/<sub>2</sub> M POST CARDS

C. T. ART COLORTONE

FULL FACE  
WHITE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. ☒ NO

SAME AS ABOVE

IMPRINT  
TITLE - TRAIL RIDGE MUSEUM AND POST  
OFFICE ON FALL RIVER PASS. ELEV.  
11797 FT.

PRIVATE NO. BEFORE TITLE ----- 2269

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE ORIGINAL SKY. USE SECTION INDICATED ON FRONT. BLBG. FOLLOW COLOR ON  
8A34. LOGS ON ROOF ARE LIGHT LOG COLOR. ROCKS ARE GRANITE. GROUND WARM  
LIGHT COLOR. ~~121x~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Notes on  
order for the customer. Please  
state to protect all of the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

MAR 21 1938 AND WORK SCHEDULE

Date MAR 21 1938

OPERATION	EST. TIME F. of No.   Time Allowed	DATE	COMPLETED
DOING, ERECTION			
RE-DOING	4   1	3-24	4-8
RE-DOING	89	4-9	4-11
RE-DOING	225   1 1/4		15 Apr
RE-DOING	210   8 1/2	5-12	5-20

JUN 17 1938

By



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H651 ORDER NO. 10365 DATE 3-18-1938

CUSTOMER GRAEF & SCHMIDT, INC.  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25<sup>M</sup> POST CARDS

SIZE

3½ x 5½

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **THE BEST IS GOOD ENOUGH FOR YOU!**  
**INSIST UPON TWIN BRAND. (ETC. AS PER COPY)**

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. ALSO LAYOUT.

*make red impression*

*Rush*

MAKEOVER

Charge to CUSTOMER Dept.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 8A-H652 ORDER NO. 10367 DATE 3-18-1938

CUSTOMER COMMERCIAL LITHOGRAPHING CO.  
LOUISVILLE, KENTUCKY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AIRPLANE VIEW OF GLENMORE DISTILLERIES  
CO., INCORPORATED - OWENSBORO, KY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint, No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED. SEE CARD, 6A-H2685, ATTACHED.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 21 1938

190



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No 8A-H653

ORDER NO. 10388

DATE 3-18-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER TRASK, PRESCOTT & RICHARDSON CO.  
ERIE, PA.

25 M BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2\frac{1}{4}$

STYLE ART COLORTONE *Full Face*

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

*see copy encl*

FRONT NO. NO

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout 1. REMOVE WIRES ON FRONT & SIDES OF

BLDG. 2. LEAVE THE BLDGS AT LEFT & REAR, BUT SUB-  
DUE THEM & DESTROY THE NAMES ON THE SIGNS. 3. ACCENT  
THE LETTERING TRASK-PRESCOTT, ETC. 4. REMOVE AWNINGS

& RUN VALENCES CLEAR ACROSS FRONT. 5. BECAUSE AUTOS  
WILL BE SOON OUTMODED WOULD SUGGEST THEIR REMOVAL.

6. REMOVE POLE AT MAIL BOX—WHICH LATTER SHOULD STAY IN—& REMOVE THE IRON RAILING ON RIGHT OF BLDG.

7. SHOW STREETS & CURBS & SIDEWALKS CLEARLY. 8. CLEAN UP SPOTS ON BRICKS. 9. FOR UNIFORMITY I'D

SUGGEST THAT UPPER HALF OF WINDOWS SHOW A CURTAIN, WHILE THE LOWER HALF BE GLASS. ~~CURTAINS ARE~~

BUT IF EASIER YOU CAN INDICATE VENETIAN BLINDS. ON THE UPPER FLOORS ONLY. MAIN FLOOR IS PLATE GLASS.

COLOR DESCRIPTION

CURTAINS ARE A WHITE OR CREAM. THE BRICK WILL BE A VERY DEEP RED.

*To customer*

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
NO  
—  
YES  
—  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

421  
A 5<sup>3</sup>/<sub>4</sub>

42

*Extra 10*

*No. 10*

APR 1 1938



MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. 8A-H654

ORDER NO. 10811

DATE 3-21-1938

12 1/2 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **BIG MEADOWS STOP AND GHOST FOREST, SKYLINE DRIVE, VIRGINIA**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **14** R. M. **YES**

IMPRINT **SAME AS ABOVE**

PUT PLATE NO. ON FRONT AT BOTTOM

PUT ~~XXXXXXXXXX~~ PRIVATE NO. BEFORE TITLE ---

PHOTO PROPERTY OF **CUSTOMERS**

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5 Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set

DESCRIPTION	EST. TIME		DATE	DATE
	Job No.	Time Allowed	STARTED	COMPLETED
COM. SETTING UP			MAR 29 1938	MAR 29 1938
RETOUCHING	4	3	3-29	4-1-38
PRINTING				
RETOUCHING	82		4-1-38	
PRINTING				
RETOUCHING	225	1 1/2		6 April
PRINTING	30	8	4-25-38	4-26-38

DATE

DATE

MAR 17 1938

BY

21

8/16/38

9-2  
4-2 1/2

197



NO. 8A-H655

ORDER NO. 10812

DATE 3-21-1938

121 M POST CARDS

ART COLOFTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14

R. M. **YES**

TITLE (IN FULL) APPALACHIAN TRAIL FROM KKA  
FRANKLIN CLIFFS? SKYLINE DRIVE, VIRGINIA

IMPRINT SAME AS ABOVE

PUT PRIVATE NO.: BEFORE TITLE

PUT PLATE NO. ON FRONT, AT BOTTOM

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS (11) PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this subject. Please  
see to it that all titles or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

# B A R E C O V E N

Change to Red Dr.

100-1000 / 100-1000 in Case Dept.

U. G. P. 1

(F) 1/2, 1/2, 1/2

\_\_\_\_\_



MARKEN & BIELEFELD, INC., FREDERICK, MD.

NO. 8A-H656

ORDER NO. 10812

DATE Mar. 22, 1938

12<sup>1</sup>/<sub>2</sub> POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) A CABIN IN DARK HOLLOW?  
SKYLINE DRIVE? VIRGINIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT BOTTOM

PRIVATE NO.: BEFORE TITLE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

WE DO NOT BELIEVE THAT BUT VERY LITTLE RETOUCHING WILL BE NECESSARY. NATURAL  
COLORS OF GREEN WILL, OF COURSE, BE PREDOMINANT FOR THE TREES AND FOLIAGE.  
THE OLD FENCE IN THE FOREGROUND AS WELL AS THE CABIN ITSELF WILL BE NATURAL  
UNPAINTED WEATHER-BEATEN WOOD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS <sup>®</sup> PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

ORDER NO.	DATE	QUANTITY	PRICE	TOTAL
807	MAR 23 1938			
ORDER NO.	DATE	QUANTITY	PRICE	TOTAL
807	MAR 23 1938			
QUANTITY	PRICE	QUANTITY	PRICE	QUANTITY
1	1 1/2	3 - 2.9	4 - 5.50	
83		4 - 6	4 - 6.00	
207	1 1/2	4 - 6	11 - 6	
44	8 1/2	1 -		

8/16/38

Very Rush

Rh 104  
107



MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. 8A

ORDER NO. 10812

DATE Mar. 22, 1938

12 1/2 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BRIDLE TRAIL OVER SKYLINE  
DRIVE, VIRGINIA

PUT PRIVATE NO. BEFORE TITLE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14

R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ATTENTION!

Subjects on  
order for this order. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

ESTIMATE			
MAR 23 1938			
OPERATION	EST. TIME		TIME CALCULATED
	Clock No.	Time Allowed	
ORDERING, TYPE SET UP			MAR 23 1938
REPRODUCTION	16	1	3-29
REPRODUCTION	83		4-5
REPRODUCTION	225	1/4	6 1/2
REPRODUCTION	35	8	

8/16/38

Very Rush

ST-194  
197



30  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H658 ORDER NO. 10408 DATE 3-21-1938

CUSTOMER BEVERLY HOTEL  
ST. PETERSBURG, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BEVERLY HOTEL, ST. PETERSBURG, FLORIDA  
COR. FIRST AVE. AND SECOND ST. NORTH  
L. MOSELEY, LESSEE, MANAGER

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

MAKEOVER

Charge to ADV Dept.

Item No. 14

Item No. 14

MAKEOVER

Charge to Dept.

Cost Dept.

ART HC



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H659 ORDER NO. 10409 DATE 3-21-1938

CUSTOMER OSCAR SPRINGER  
2121 AVENUE B  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 P.C. SIZE 3½ x 5½

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout.  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DOUVRY'S SEAWALL CAFE - GALVESTON, TEXAS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE BACK OF PHOTO.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION  
SEE CARD ATTACHED, 7A-H1496.

MAKEOVER

Change to Ret. Dept.

1938

RECEIVED

RECEIVED

RECEIVED

RECEIVED

APR 15 1938



MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. 8A-H660

ORDER NO. 10816

DATE Mar. 22, 1938

12½M POST CARDS

ART COBORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) GHOST FOREST, SKYLINE

DRIVE, VIRGINIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT BOTTOM

PUT PRIVATE NO. BEFORE TITLE

COLOR DESCRIPTION

IN COLORING THIS PICTURE SHOW ALL THE TREES IN A DEAD GREY-BROWN COLOR, AND, OF COURSE, YOU CAN, TO GET THE PICTURE A LITTLE, SHOW JUST A FEW SPRIGS OF GREEN GRASS ON THE GROUND, THE BALANCE OF THE GROUND TO BE NATURAL EARTH BROWN COLOR (NOT TOO DEEP A BROWN). LET THE PILE OF CUT LUMBER ON THE LEFT OF THE PICTURE REMAIN AND PUT A LITTLE COLORING IN THE SKY - A BLUE AND WHITE COMBINATION, WE THINK WILL BE BEST.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5. Subjects all  
order for this customer. Please  
note it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Rush*

ESTIMATE			
MAR 22 1938			
DESCRIPTION	EST. TIME	DATE	DATE
COMPOSING		MAR 28 1938	MAR 28 1938
INTRODUCING	15 2	3-26	3-26
PHOTOGRAPH	87	4-1	4-1
REPRODUCTION	125 1/4	4-27	4-27
APPROX.	201 8 3/4	4-27	4-27

JUN 17 1938

DATE PAID

SP

By

DATE PAID TO GLOBE

R.H. 194  
195



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H661 ORDER NO. 10424 DATE 4-1-1948

CUSTOMER ROTARY INTERNATIONAL  
35 E. WACKER DRIVE  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

Lk Blue Impression

9  
10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 8A-H662 ORDER NO. 10421 DATE 3-22-1938

CUSTOMER BENJAMIN MINER, INC.  
BOSTON, MASSACHUSETTS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE

FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SPRING & SUMMER 1938

(ETC., AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

5 drawings net  
4/4/38

VERP RUSH

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

R 5-7  
L 2  
R 7 1/2  
HC 1 3/4  
A-11

Extra 6-11  
No. 11-11-11

Gr

6-11-11

X  
H. 11-11-11